

The War In Pictures

MAY 11th
1918

Leslie's

Illustrated Weekly Newspaper

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NO WRAPPING—NO ADDRESS

"FOR GOD'S SAKE HURRY UP!"

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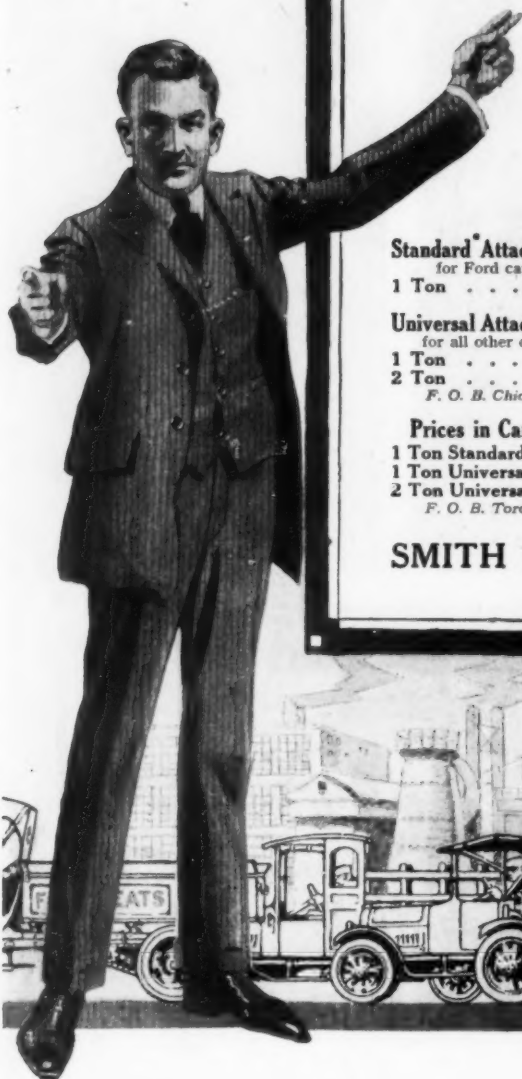
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Leslie's

Illustrated Weekly Newspaper

NEW YORK, MAY 11, 1918

VOLUME CXXVI—NUMBER 3270

"For God's Sake Hurry Up!"



THE SWORD IS MIGHTIER THAN THE PEN JUST NOW

Drawn by Kimble

Leslie's

Illustrated Weekly Newspaper

THE OLDEST ILLUSTRATED WEEKLY
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CXXXVI SATURDAY, MAY 11, 1918 No. 3270

"Stand by the Flag: In God We Trust"

Go On or Go Under

By Hon. JAMES M. BECK

IN God's name, do not let us self-complacently think that we have done all that a nation of a hundred millions could have done. Men of America, your backs are to the wall. Now is the time to go on or to go under. Let us know the truth. Let us not be afraid of it. Let us not drag down him who criticises. If we have fallen down in the war, explain it to us. If the shipping program is holding us back, let us know it. If labor is holding us back, let us be brave to say so. If this war is lost, and proves to have been lost because we came in too late, America's place in history will be pitiable. We are playing for something more than our own security or for civilization; it is for our own honor. This is not a time for delusions. This is not a time to fool ourselves. This is a time for blood and iron.

Force!

WE are out to whip the Hun and no weapon must be neglected. "Force without stint or limit" means economic force as well as military.

Every day the economic plight of Germany grows more desperate. Hunger stalks through the land. Her statesmen and bankers stand appalled before a debt whose interest charge now almost equals the nation's savings. The moral world is against her.

Henceforth "made in Germany" will be an argument not to buy, but to shun. Ruthlessly should the economic screws be tightened. Senator Owen proposes that the Allied and the neutral world isolate Germany until she learns she cannot rob by military force.

Let no ship, after the war, be cleared for any German port; let no ship flying her flag or doing business with Germany enter our ports; let all trade with her be abolished and let all telegraphic or express communication with her be cut off. So much for punishment.

By an overwhelming majority the Chamber of Commerce of the United States voted to unite in discrimination against German goods after the war if the menace of Germany's military autocracy was not removed. If Germany refuses to accept the peace terms laid down by President Wilson within a fixed time, then, for every week the war is prolonged, Lord Sydenham proposes that no German vessel be allowed to enter or leave any American port, including the Panama Canal, for one year.

"Whatever course the war may take," says Lord Sydenham, "let this be fixed and irrevocable." In his address of last December President Wilson said that, if the Germany of intrigue and force be not utterly brought to an end, it should be "shut out from the friendly intercourse of nations."

Speed up every war preparation. Fight to a finish freedom's cause on land and sea. But put on the economic screws. Tighten them to the limit. Organize the world against Germany—the world's outlaw.

Make the German people see the bitterness of defeat that awaits them. And for "God's sake hurry up!"

If your copy of LESLIE'S reaches you late, remember that the *Postal facilities are overtaxed and the mails are often days late*. Please do not be too quick to make complaint. We are printing and mailing the paper on time. We cannot speed up the mails. When your paper reaches you read it carefully and then put a stamp on it and hand it to your postman, who will start it to the boys "Over There," who are always eager for good reading.

Experiments at Public Expense

EX-PRESIDENT Taft, in an address at Berkeley, California, warned that State against conducting a "clinical laboratory for social and political experiments." The State that does so will have to foot the bills. The late Professor Sumner of Yale long ago wrote of "the mad passions of men which appear on the one hand in fanatical devotion to effete institutions and rotten traditions, and on the other side in the senseless love of ruin." He added: "If this is the true manifestation of the so-called modern spirit, then an enemy to civilization is abroad on the earth, compared with which the barbaric lust for destruction of the Huns and Vandals sinks into insignificance." It is refreshing to recall the words of thoughtful men in this day when the demagogue holds forth. President Wilson himself, before he entered politics, dwelt with strongest force on the tendency to fads and fancies in legislation, and warned the public against experimental uplifting.

In many of the so-called progressive communities these experiments have already proven to be a failure and a burden on the taxpayers. As a writer in the *Financial Chronicle* points out, "an assumption on the part of social workers that they know what is better for the average man and his family than he knows himself is evident on every side." An instance of this was seen at a recent meeting of a women's club in New York City, when the question was being discussed of sending a protest to Governor Whitman against the bill permitting canners to work women and minors over eighteen years of age twelve hours a day, during the rush season, under the direction of the State Industrial Commission. When a lady arose and asked whether any employees in the canneries had been asked what their preference would be in the matter, this very natural question was brushed aside as irrelevant.

A favorite doctrine of Lord Rosebery's is that the virility of the present generation has been endangered by the popular modern theories of the functions of the state. The state goes too far in its paternalism when it interferes with the freedom of every man to work out his own salvation. This is more true in America than in any European country, for here we have the spirit of self-reliance, no man being kept by tradition in the station of life in which he was born, but having perfect freedom to improve his condition.

Progressive legislation, too, may sometimes be simply a new form of the political game. Comptroller Travis of New York, commenting on the three State administrations preceding the present one, says: "Legislation had been enacted for the ostensible purpose of improving the condition of labor, of agriculture and of the general health of the public and to change the methods and machinery of nominations and elections, all of which was paraded before the public as 'constructive' legislation, when in reality it was merely the creation of avenues of approach to the public treasury, by which payrolls were enlarged, patronage was multiplied and the cost of government was enormously increased. New functions of government were initiated, which gave the appearance of justifying new appropriations, but the records show that these appropriations were used in such a manner as was calculated to do the most good on primary and election days."

It will pay the taxpayer to keep his eye on the legislature that makes itself a "clinical laboratory for social and political experiments."

The Plain Truth

REFORM! Patriotism is non-partisan. Never had the National Civil Service Reform League, of which Richard Henry Dana is president, greater reason for existence than now. The merit principle should be insisted on with redoubled vigor when the nation is at war. Now of all times must we demand that partisanship shall not shut out from the nation's service its most efficient servants. While deprecating abusive attacks upon the Administration, the National Civil Service Reform League points out the great necessity of adopting a coherent plan of administration, patterned on modern business practice, to abolish the confusion, duplication and unproductive routine in departments of the Government. Another timely suggestion is that the foreign service be divorced from politics, and that ability and experience be the sole tests in selection of diplomatic, consular and commercial representatives. We cannot hold the new trade the war has brought us unless we have only the ablest men in our foreign service. The war should mark the death of the spoils system in public office.

HURRY UP! It will be easy work to rally parents and other close kin of our soldiers and sailors to a win-the-war program that will stop at no sacrifice. The Loyalty Legion of Wisconsin, composed of "next of kin" of those in service, now has 100,000 members. The League for National Unity, of which Theodore N. Vail is chairman, is now effecting a national organization of the next of kin of our fighting men to be represented in a great win-the-war congress to be held next Fall. A million voters in such an organization would be a potent factor in seeing that no one is elected to Congress who would obstruct or paralyze the Government's war program. The stamping out of sedition is a field in which the fathers and mothers of our boys at the front could co-operate with the Government. It will take more than the Secret Service force successfully to cope with the many thousands of German agents in this country, and there will be no leniency on the part of the next of kin of our fighting men toward the traitorous foe at home who would strike our army and navy from the rear.

ZONES! An erroneous impression has prevailed that only the big publishers oppose the law which, beginning July 1, will require, on all second-class matter, eight different and increasing postal rates for eight different zones. Postmaster General Burleson has contended that small publishers favor the new law. H. H. Thompson, who publishes a chain of small newspapers in western Pennsylvania, refutes this statement. He says the small-town newspaper has from 10 to 15 per cent. of its circulation in zones outside its own home, and that he mails many of his own papers 1,800 miles or more away. This circulation is among those who have moved away, but who still like to keep in touch with the home town, a condition much intensified since the war began. The Publishers' Association of New York City points out that one of the most serious results of the new rates would be to create sectional lines, which we hoped the country was forever rid of after the Civil War. A more unfortunate time could not be imagined for experimenting with the zone system. Let all such experimentation be delayed until after we have won the war.

LOYALTY! The warm contest over the chairmanship of the Republican National Committee aroused much comment, because of the abrupt way in which it was ended by the introduction of the charge that one of the leading candidates, Vice-Chairman Adams, had expressed a friendly feeling for Germany. When the war broke out Mr. Adams with his family was traveling in Europe. Caught in Germany he was arrested as a French spy on the first day of the war because his automobile happened to have a French license number. Unable for six weeks to secure steamer accommodations, his party was treated with marked kindness. When American newspapers began to arrive in Berlin Mr. Adams was astonished to read reports of ill-treatment of Americans in Germany. To reassure his mother and friends at home he wrote the letter that was used against him in his candidacy for the chairmanship of the National Committee. In this Mr. Adams vigorously denied the charges of ill-treatment and impulsively, as he now himself realizes, defined the causes of the European war from the German point of view. This was not altogether unnatural. Many Americans who remained in Germany throughout the early part of the war shared the conviction of the German people that Germany had been attacked. Mr. Adams was made the victim of an early expression of opinion, at a time when few had apprehended correctly the significance of the struggle. Both Mr. Adams and his wife are of New England origin and English descent. No one will appreciate this vindication of Mr. Adams more than Mr. Hayes, his successful competitor for the chairmanship.

A Week of the War

By HENRY FARRAND GRIFFIN

THE winning of the war is going to be put up to America. That is the meaning of the great battle which has now been raging for well over a month in France and Flanders. This battle and the war itself are both going to be won or lost on a basis of reserves—man-power. The German General Staff fully realized this fact and it was the underlying reason for their desperate decision for the great offensive in the west. They knew that the submarine would fail in its purpose of preventing the arrival of enough American troops to decide the issue. They struck in the west because they had to. They figured that it would be possible to crush the British and French armies before America could really get into the war. That is the fateful question which is being decided on the battle-fields of France and Flanders. That is why it makes little difference what towns or territories the Allies lose so long as they are able to present to the enemy an unbroken front behind which America's practically inexhaustible reserves of man-power can be trained and developed for the final Allied offensive which will win the war.

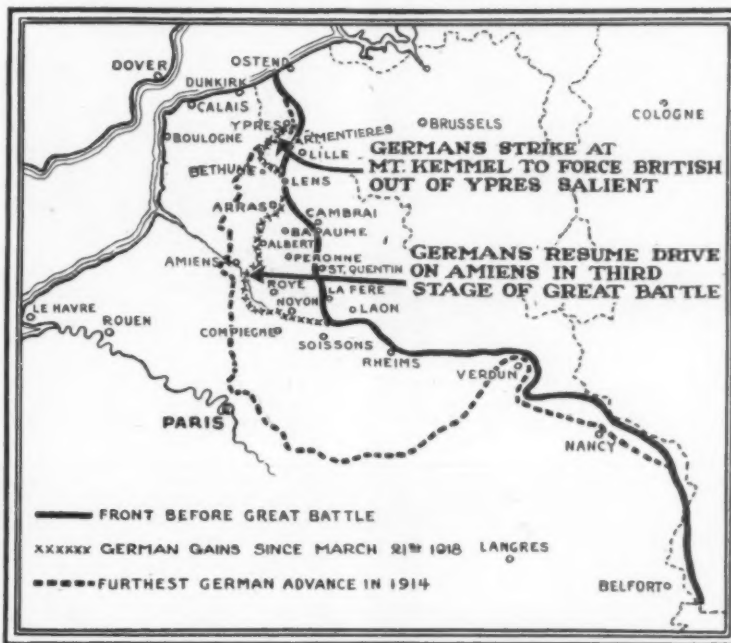
So far the Germans have been able to gain ground steadily. Their gains have been made at terrible cost it is true, but nevertheless they have retained the initiative and have been able to strike where and when they wish. It is now a serious question what has become of General Foch's much-discussed Army of Maneuver. It was certainly necessary to throw in great bodies of French reserves to stay the German advance on Amiens. Similarly it was necessary to send very considerable French assistance to the hard-pressed British fighting before Ypres. The Hun offensive may prove so dangerous that Foch will have to use practically all of his reserves to bring it to a standstill and this would end in a deadlock. It would be necessary for our troops to strike the deciding blow.

The Germans' capture of Mt. Kemmel, following their occupation of the Wytschaete-Messines Ridge and Haig's retirement from the heights to the northeast made the British position in Ypres untenable without risking a serious disaster. Although defeated and thrown back from Mt. Kemmel, the French and British forces covering Ypres still presented an unbroken front.

The Germans maintained the initiative in the third phase of the great battle and opened their attack with an elaborate feint in the salient before Amiens. Hardly had the fighting in this sector reached its maximum intensity when the Germans on April 25th fiercely struck at Mt. Kemmel. By April 26th the French had been driven entirely off Mt. Kemmel and the Germans had taken St. Eloi to the northeast and had advanced within two and one-half miles of Ypres itself. At the same time the heavy concentration of German troops was reported in the salient before Amiens, and the situation at this stage of the battle was well summed up by General Delma Radcliffe, Chief Director of Military Operations at the British War Office, as follows:

"In each case the enemy has struck at the junction of the French and British armies. As you know, that must always be a weak spot. With the best possible arrangements and with the best understanding, it must always be difficult to arrange for immediate support, when two different commands are involved.

"There is no reason to doubt that a big offensive, on a far greater scale than ever, is still to be expected between Arras and Amiens, with the object of driving in and separating the British and French. So far the whole German success is merely tactical. He has won ground and taken positions and guns, and is hammering the Brit-



The west front showing German drive against Ypres and Amiens; the Germans have concentrated their attacks in their effort to get through to the channel or Paris, or perhaps both.



Germany reaped a harvest of over a hundred defenseless men, women and children, including four American women and a neutral diplomat, when shells from her latest pride—the long-range gun—struck the Church of St. Gervain in Paris on Good Friday and Easter Sunday. The picture shows two American officers inspecting the ruins of the shell-torn roof. The long distance bombardment of Paris has served only to cement French patriotism more strongly into the soul of the nation and to increase bitterness against Germany.

ish Army wherever possible. This object has been countered by the action of the Allied Commander-in-Chief in sending French troops to the north front, making it more difficult for the Germans to continue the game of fighting the British alone."

Ypres' Value Largely Sentimental

So far as the ruined town of Ypres itself is concerned, its value is almost solely sentimental. What was important from a technical and strategic standpoint was the system of defenses stretching out on the high ground to the east and south of Ypres. Once the Germans were in possession of these heights, the military value of Ypres vanished. Yet this heap of ruins, which the British had so long defended with such great valor and at so heavy a cost, had a sentimental value that was not to be underestimated. And in this war sentimental values have an exceedingly important practical effect upon the morale of nations and armies.

In this sense the very name Ypres is comparable with Verdun. It is a fact worth remembering that many of the French military leaders would have preferred to give up Verdun and make their stand on stronger positions beyond it, but they were overruled by the political leaders, and it would be by no means safe to assume that the military men were right and the politicians wrong. The German blow at Verdun was a blow against French morale, and the German check at Verdun was equally a blow at German morale. In view of these considerations, it would be far from unreasonable for the British to attempt to hold on to Ypres, even though from a practical military standpoint it would be safer to withdraw.

The loss of Ypres, however, would be by no means the disaster that it would have been in 1914 when the Germans were driving on Calais or even during the second phase of the present battle. Had the Germans been able to continue their first rush, which swept over the Wytschaete-Messines ridge, and take Mt. Kemmel at that time, they might have compelled a British withdrawal from the Ypres salient under disastrous pressure that might have resulted in enormous losses in men and materials. The check to the initial German advance, however, gave the British an opportunity to plan any necessary retirement systematically, and we have reasonable assurance that if a retirement from the Ypres salient is now necessary, it can be carried out in good order and without excessive losses.

Japan's Intentions in Siberia

A full account of the speech made by Viscount Motono before the Japanese Imperial Diet on March 26th is now available and we have more accurate information in regard to Japan's intentions in Siberia. The most definite statement in regard to the ultimate intention following the occupation of Vladivostok is contained in the following words:

"Even if the Imperial State be compelled to take a necessary action in Siberian territory, we have not the remotest idea at any time of looking upon Russia as an enemy. Not only that, the Imperial Government absolutely will not adopt such an aggressive and predatory policy as the one Germany has actually assumed in European Russia."

In this somewhat delicate situation it may be fairly suggested that Viscount Motono has made no definite promise in regard to the withdrawal of troops from Siberia. He speaks in the vague language of the old diplomacy and his words are susceptible of many interpretations. We may perhaps recall that the Germans masked their most barefaced aggressions on Russia under the Reichstag's formula of "no annexation and no indemnity."

Many Ways One Purpose



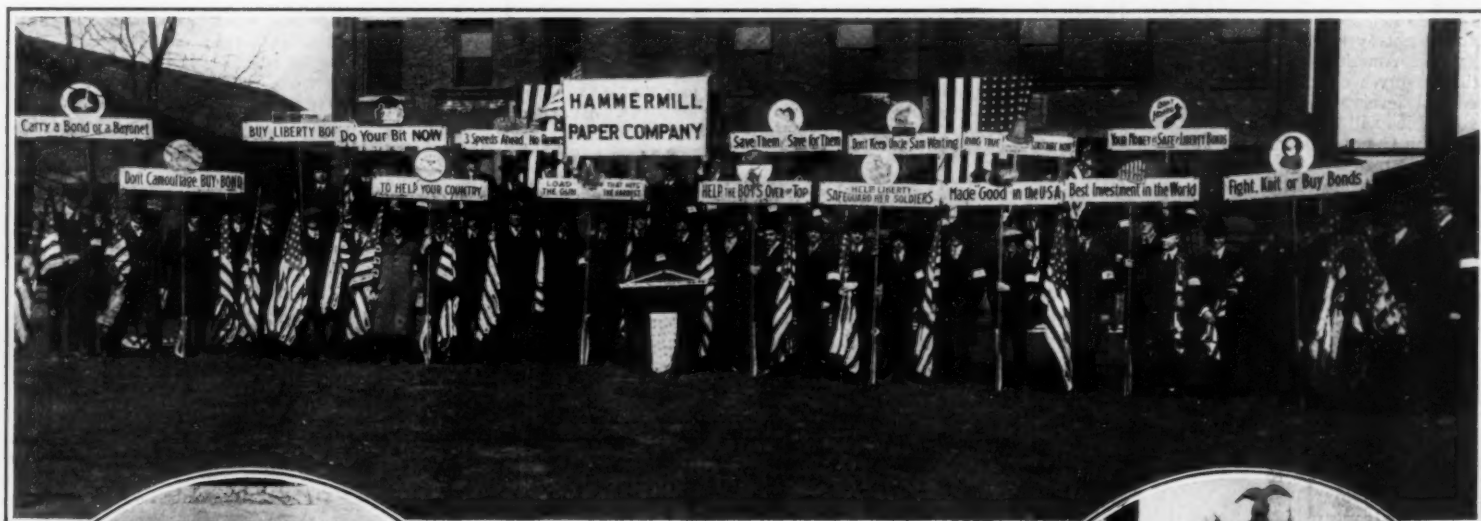
Out in Detroit this poster did good work in raising money against the Hun. While America was subscribing three billion dollars to the Third Liberty Loan, Great Britain announced a budget of fourteen billions for next year, ten billions to be borrowed.



On Cleveland's "busy corner" the Cleveland Trust Company made a smashing big noise with this display. On one side the long sign is 250 feet from end to end and on the other 150 feet with letters 4 feet high. This display is believed to be the most complete made by any bank in the country and did much to stimulate sales in the Cleveland district.



Schenectady, N. Y., boasted a real Liberty flag to help the loan. This flag, of olive green silk and white letters, was carried by the "Sons of Liberty," organized in 1766, who played a prominent part in the agitations preceding the Revolution and in the war itself.



An effective window display advertising the loan was made in Spokane, Wash., by a local clothing house. His satanic majesty was shown stirring up a hellish concoction in an enormous cauldron with blood-spattered skulls at his feet. The title "Altar of Kultur" told the story. Effective coloring in green, red and gold was used. The window attracted much attention. The coast states filed their quotas early in the campaign. Early in the drive the minimum of three billions was assured, the real question before the country being its ability to raise a maximum of five billions.

Manufacturers, retailers, banks, public service corporations and business houses of all kinds organized according to the means within their power and did their bit in stimulating subscriptions to the loan. Two weeks before the loan closed several Federal Reserve districts had filled their quotas, St. Louis, Mo., being the first. A paper manufacturing plant in Erie, Pa., made an interesting display for a street parade, using several of Leslie's covers as the base of patriotic banners and messages.



Alma, Michigan, made a simple and direct appeal, leaving little to the imagination. It was an appeal that got across, for the village fathers and the village children subscribed liberally. The helmet on the Hun was picked up on the Marne battlefield.



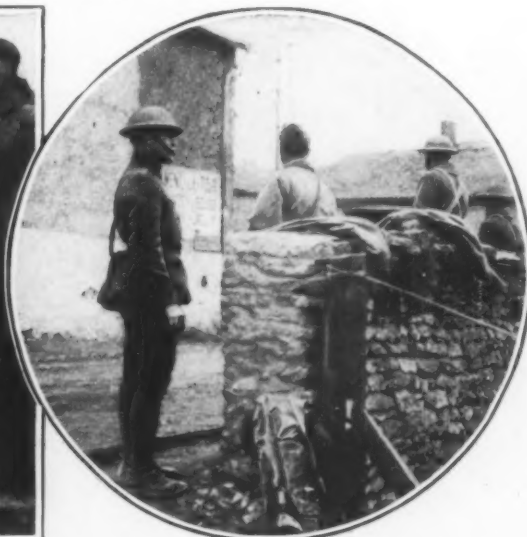
The First Anniversary of the Second Declaration of Independence, erected on the anniversary of the declaration of war, made a big hit in Cincinnati. The booth situated in Fountain Square proved a center of loan activity. During the last week of the drive every effort was made to bring a heavy oversubscription and secure as great a number of subscribers as possible thus making a "People's Loan" in the truest sense. At the end of the third week of the drive nearly 10,000,000 individual subscriptions had been made. In the rural districts the third loan was far better supported than either the first or second.

Mr. Baker Visits the "First Gun"

Exclusive Photographs by LUCIAN S. KIRTLAND, Staff Correspondent

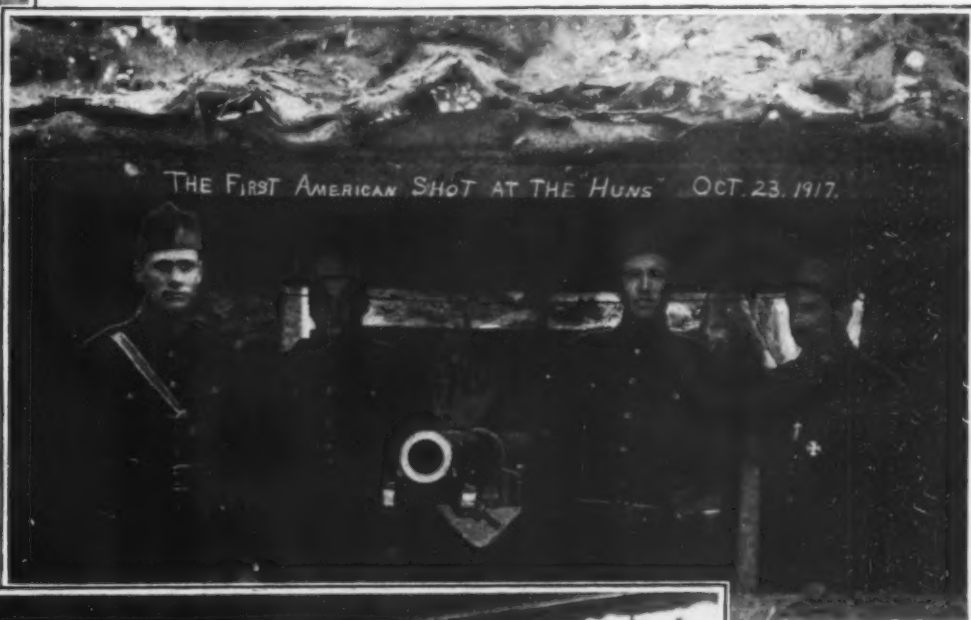


Secretary Baker in the rain outside headquarters in the advance zone, waiting for the general's motor to take him to the gun which fired the first shot of the war.



When the Secretary's automobile passed, all traffic was shut off for two hours. American soldiers along the route had plenty of time to take a good look at the "big chief" from Washington.

Secretary of War Newton D. Baker returned to the United States on April 16, after several weeks spent on the western front and in Allied countries. He returned "with a sense of pride and confidence at the achievements of the United States and the Allied troops abroad that would justify many trips across the water. Our boys are well physically—big, strong, robust and healthy—their spirits are high, their behavior is most admirable and their relations with the Allies are cordial and sympathetic." The group of American aviation officers above is waiting at an American headquarters to see Mr. Baker as he passes through. Owing to weather conditions it was an off day for flying. Several of these men are still attached to French air units and are awaiting transfer to their own army. The photographs on this and succeeding pages taken by Mr. Kirtland, LESLIE'S staff correspondent, show the daily life of the United States soldiers in the front-line trenches.



Captain —, commander of the battery having the first gun. He is emerging from his dug-out far underground, a marvelously camouflaged but damp spot.

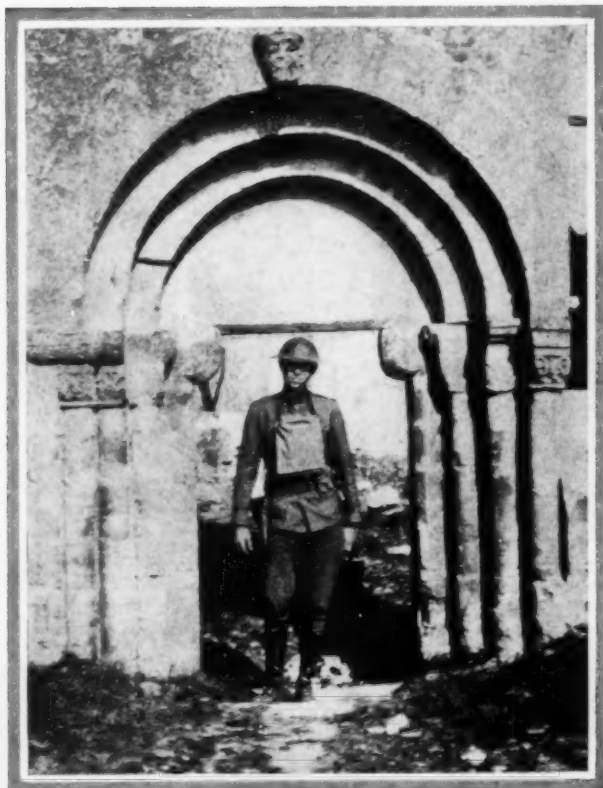


The sign over the French 75 tells the story. Mr. Kirtland spent three days with the battery which fired the first shot of any calibre and since then has fired 18,000 shells at the Boche. Note the elaborate manufactured camouflage material forming the roof.

The gunner who fired the first shot at the Hun, about to shove another shell into the breech. He is an artillery sergeant. The casualty list of April 25, reported the death of Lieutenant Lawrence Ayer an officer in this battery.

Where *Our* Boys Beat *the* Hun

Exclusive Photographs from LUCIAN S. KIRTLAND, Staff Correspondent



in the sector northwest of Toul, was a real town before the Hun tried to shell the Americans out. After days of bombardment the Germans, on April 20, launched several thousand picked shock troops against our men and brought on the first severe battle in which the American line has been engaged. The Hun succeeded in penetrating our trenches well into the village, where the American counter-attack brought on a furious combat which continued through the day and far into the night. Though outnumbered in the initial attack, our men fought gallantly and when the conflict was over nearly four hundred German dead were lying on the field. While the American losses were heavy they did not reach the number suffered by the enemy. The greatest benefit from this battle lies not in the repulse of the enemy but in the confidence success has given our troops. The officer at the left is standing beneath a ruined church in the town. At the right is the altar of the church, situated between the first and second lines and still surviving about a thousand shells a day.



View of a village street a few days before the Hun attacked in force. Mr. Kirtland, LESLIE'S correspondent, in the foreground wearing a helmet and carrying his gas mask. Sanguinary hand-to-hand fighting took place in the streets of the town. In the counter-attack which drove back the enemy French troops

fought beside the Americans and the co-operation of the two armies effected the energetic repulse of the Germans. While the battle of — is probably to be succeeded by encounters of far greater importance, it will go down in history as our first battle with the Germans, previous engagements being classed as raids.

Americans in First Big Battle

Exclusive Photographs from LUCIAN S. KIRTLAND, Staff Correspondent



Attacked with every agency of frightfulness, liquid fire, high explosives, toxic shells and the like, the "untrained" Americans, as the enemy calls our men, won the day and prevented the Hun from improving his position. In the spot behind the front line shown above, gas shells fell heavily for weeks. The American major seen in the picture was badly gassed a few days before the attack.



Here are the front trenches which the Germans hoped to wrest from our men. Scores of German dead lay before the barbed-wire in front of them after the attack and many a gallant lad from America gave his life here that the enemy should not pass.



Another view of the battleground, showing our officers and men in the streets shortly after the enemy had shut off one of his regular bombardments with high explosives and gas shells. Note the camouflage screening against the light-colored wall at the left. All persons in this area must carry gas masks ready for instant use. Short

communicating trenches to the front lines run through this village. After his visit to the sector Secretary Baker said he was now equipped with the means of judging and appreciating the kind of cooperation the War Department can give the army that would not have been possible without the visit to the actual field of battle.

Fighting *the* Hun in France

Photographs by LUCIAN S. KIRTLAND



Unending streams of supplies flow to the American front over the roads from the interior. As this particular road is often under shell fire, drivers have instructions not to hesitate while passing over it. For the past few months the Germans have been particularly active in shelling the terrain well back of the lines in an effort to prevent the bringing up of supplies. While trains and motors furnish transportation for the long hauls horses and mules are used in vast numbers directly behind the front trenches.



It is the duty of the "gas" officer to see that every soldier knows exactly how to wear his mask and to examine masks for defects, etc. When the "gas alert" is given, masks must be on in five seconds. Defense against gas has been developed to a high degree, and men who have been through the gas drills for weeks are not likely to suffer if their equipment is good and they obey instructions. Carelessness or a lack of promptness in responding to the gas alarm usually results unpleasantly for the delinquent. In the present battle in the West the number of gas shells used greatly exceeds that in previous struggles.



Uncle Sam's post office just behind the front lines. The soldiers are reading two months' old papers from home. Helmets and rubber boots are much in evidence. The army postal service has been much under discussion recently owing to the necessity of conserving all shipping space for the transportation of men and necessary supplies. The parcel post privileges have already been greatly curtailed and it is believed the supply of newspapers and periodicals now going abroad will be reduced.



The volunteer Red Cross drivers and nurses get many hours into a day's work. When the real stories of heroism are told after the war many a Red Cross nurse now working in obscurity in battle-scarred France, will bring back an enduring name.



The house is a quaint peasant cottage, but also a comfortless one. However, it serves as headquarters for the officers of a famous regiment which has already lost many men in trench warfare. Many a tired Yankee has quenched his thirst at the old well.

Where *the* Yankees "Carry On"

Photographs by LUCIAN S. KIRTLAND



Staff Headquarters is a busy point in every army. An American colonel and his French liaison officer are standing on the duck boards, for even Staff Headquarters must have duck board. The liaison officers play most important rôles, as it is their work which co-ordinates the activities of the Allies.



Louisiana mules have become exceedingly popular with everyone except their drivers in France during the past four years. They are synonymous with square meals, ammunition and blankets. The team is having a bit of good road, but those wagon wheels have some mud to pick up before the end of their twenty-four hours circuitous shift. Supply wagons and drivers have twenty-four hours on duty and twenty-four hours off, except during times of great stress.



A shell-proof, gas-proof dugout of one of the advanced batteries. These artillerymen said they were from Harlem, N. Y., and after Harlem flats they found their new quarters quite commodious. The Government has announced that with the exception of a few batteries, the Field Artillery in France is now entirely motorized. Adieu, trusty artillery horse! Welcome, motor.



A machine-gun crew waiting for somebody to stroll into No Man's Land. The production of machine-guns is still behind, though 75,000 have been delivered. Contracts for 300,000 machine-guns have been let.



Off to the front line after relief at the rest billets. These men are American veterans, having been under fire for several months. While much is being said about an army of three or five millions, the fact remains that as yet the appropriations for such an army are unmade. Quick action is necessary.

Ruin of the City of the Kings



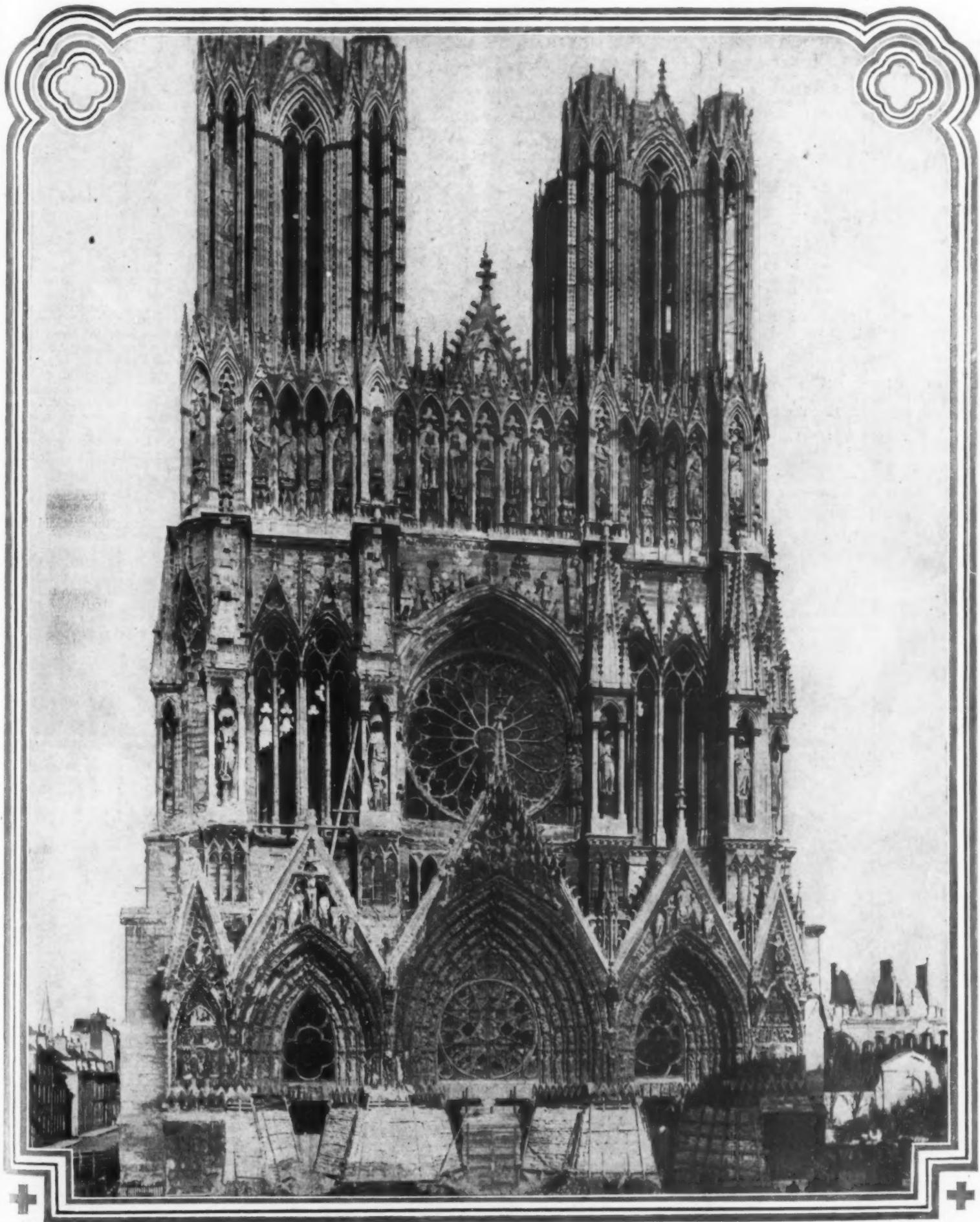
Kultur recognizes no art. The chimney piece in the fifteenth century archiepiscopal palace of the Cathedral and a thousand other relics of the past glories of the city are now in crumbling ruin.

Rheims is no more. Its smoldering ruins point an accusing finger at the Hun but a new city will rise as a monument to the spirit of France. Just now it is one of the saddest sights in all France. The wine presses of Rheims and its once-busy woolen mills are in ashes. No traces remain of its sunny boulevards and lovely streets, with their picturesque houses of queer domestic and medieval architecture. Its old ramparts and detached forts are defenses no longer. Only memories remain of the ancient landmarks. In ruins are the centuries-old gateways to the city, the eleventh century Church of St. Remy and its abbey, the seventeenth century Hotel de Ville and the pride of Rheims—the thirteenth century Gothic cathedral. This photograph showing the glory of Rheims was taken by a French Aviator in the summer of 1917.



During the various bombardments of Rheims when 100,000 German shells were being hurled into the city in the course of a week firemen from Paris fought the flames, visible seventy miles away. For a time hope of saving part of the city was maintained.

Rheims Falls *Before the Hun*



For seven hundred years the Cathedral of Rheims, famous as the church in which the kings of France were crowned, towered above the Marne country.

Today it is in ruins, reduced to a stone pile by the Kaiser's guns. The photograph shows it before the great bombardment in March and April.

Calling the Master Builders

Charles M. Schwab, Master Steel Builder, Once Driver of a Stage-Coach, Now Field Marshal of Shipbuilding Industry

By THOMAS F. LOGAN

ONE day, many years ago, when Andrew Carnegie was shaving himself, a boy was sent over to his house by an official of the Carnegie Steel Company. The boy stood downstairs in the parlor, first on one foot and then on the other. It seemed to be taking the steel king a long time to shave. The boy went over to the piano and picked out a Scotch air. "Andy" hurried down, and stood in the doorway, listening. "You're a bright lad," said he, "what's your name?" "Charlie Schwab," said the boy.

That is the approved, although unverified legend of the way Charles M. Schwab came to the attention of Andrew Carnegie. It was not long before Schwab was regarded as one of the crack drivers of the Edgar Thompson Steel works, which was a subsidiary of the Carnegie Steel Company. He rose to be chief engineer and assistant manager, and became one of Carnegie's boys. When Carnegie made him president of the United States Steel Corporation, his salary was one million dollars a year. The day Carnegie made him president, Schwab asked whether he could count on Carnegie's full co-operation. "To the limit," said Carnegie. "Then lend me two million dollars," said Schwab. Carnegie lent him the two millions.

The progress of some men is accidental. The progress of others is the result of character, sheer ability and experience. There can be no doubt as to the class to which Schwab belongs. When he left the United States Steel Corporation, there were many who said that without that tremendous organization, his days of great achievement would be over. He took the Bethlehem Steel Company, a small, rather unimportant concern, and turned it into a plant that is today larger than and superior to Krupp's.

That is the kind of man the United States Government has obtained in engaging Charles M. Schwab as Director General of the Emergency Fleet Corporation. It was Edward N. Hurley, Chairman of the Shipping Board, who conceived the idea of getting Schwab into Government service and who executed it. It is doubtful whether Schwab would have consented to take the job for any other man, unless it were for the President himself. There will never be any split between Schwab and Hurley. They speak the same language. They came to the top

through the same school of industrial experience. Schwab will make his headquarters in Philadelphia, where the actual work of shipbuilding will be directed. Hurley will guide the program from Washington. Hurley will do the part of the work that he can do best; Schwab will do the part that he can do best.

The character of Schwab and his methods are the

was a struggle on the inside and he resigned to become president and chairman of the board of directors of the Bethlehem Steel Company.

As president of the Bethlehem Company, he began to build ships, acquiring a number of yards that are now the most successful in the country. For some years he has been the guiding genius of one-third of the nation's shipbuilding activities. He says himself that he works best, not in an office, but out with the men in the foundries and yards. He knows all the foremen in his various plants. As an example of the way he works, he went into one of the plants one day, wandering around until he came to one of the foremen whose record had not been very good—conscientious, faithful, hard-working man.

"How many heats today?" he asked.

"Same as yesterday," said the foreman. "Only eight. I don't know what's the matter, Mr. Schwab. I've argued with the men, coaxed them, scolded them and pleaded with them, but eight seems to be as high as they can go. I know it is a very low average, but I've done my best."

"Have you got a piece of chalk?" asked Schwab. The foreman found a piece, and handed it to the big chief.

Schwab bent down and drew a large circle on the ground, writing inside of it a large figure 8. He said nothing further, but walked away to talk to another foreman.

The workmen gathered around the first foreman. "What did the boss say?" they asked.

"He didn't say anything," said the foreman. "He just asked me how much we were doing, and then drew that figure 8 on the ground."

The next day, Mr. Schwab went through the plant. He didn't stop at the oven where he had drawn the figure 8, but as he passed by he noticed that someone had wiped out the 8 and written in the figure 9. The next day it was 11 and it continued to go up until it was 28.

That was just a little bit of psychology, based upon the competitive spirit.

"I never complain against anyone who works with me," Mr. Schwab recently remarked to the writer. "If a man isn't susceptible to praise, there is not much hope

Continued on page 661



Edward N. Hurley and Charles M. Schwab. The appointment of Mr. Schwab as Director General of the Emergency Fleet Corporation is most welcome to advocates of an efficient and energetic war policy along business principles. Mr. Hurley is the able Chairman of the Shipping Board.

best guarantees that he will deliver results. As a boy he was educated at the village school at Loretto, Pa., and St. Francis College. Then he got a job driving the stage-coach from Loretto to Cresson, Pa., a five-mile stretch. Then he went into the Carnegie Company as a messenger. He had a chance to study the steel business from the ground up, and he did it. His rise was not meteoric, but was gradual and sure. He rose to be president of the United States Steel Corporation in 1901 and remained in full charge for two years, when there

Evolution of the Gas Mask

Photographs from Private C. V. COMBE, No. 238 First Canadian Division



Unsuspecting and unprepared. Waiting and watching for the enemy on the 24th of April, 1915, the First Canadian Infantry division was gassed by the Hun. "Sergeant, the German trenches are on fire," cried a young lookout, and all were ordered to the parapets. Within an hour there were hundreds of dead Canadians without a wound.



The first gas mask. The Canadian troops, after the first shock, improvised gas masks out of every conceivable object. The most effective was a wet sock, preferably a new one, but a wet sock anyway. Though this rude mask proved anything but efficient, it did aid the men materially in the early days of the Hun's fiendish "gassing."



The second gas mask was a gauze-linen pad soaked in diluted carbolic acid. Through this pad the poisoned air was filtered and the poison neutralized. But it was not sufficiently perfect for a sustained gas attack and the poison filtered round it into the air channels of the body, soon putting the soldiers out of action or killing them on the spot.



The first real gas mask was a heavy triple-thickness blanket-hood with glass goggles and a mouthpiece through which passed the air breathed out. Breathing in was through the nose and the air was filtered pure through the fabric of the mask which was often re-charged with carbolic acid. The casualties through poisoning were greatly reduced.



The latest design of gas mask. All air must be breathed through the mouth. The nostrils are closed by padded spring-pincers and all air is purified by passing through a chemical chamber and the piping. The mask is of rubber. Soldiers must shave closely so that the mask is not held off the face by the "stubble" of the beard.

GAS usually affects the lungs, the heart and the stomach. In the lungs it acts like vitriol, destroying the delicate air tissues and often causing death within a few minutes. It sears as it enters. It raises the heart beats far above normal and causes heart trouble and derangement most difficult to regulate.

Gastritis and other stomach troubles almost inevitably follow "gassing." There are several kinds of German gas, most important of which are tear (lachrymose) and mustard gas. Tear gas causes temporary blindness and smarting of the eyes which for the moment abandon their proper functions and enter into competition with

water wagons and garden sprinklers, to the great disgust of the sufferer and the unholy joy of Fritz. The mustard gas is a skin irritant which blisters wherever there is a dampness and puts the soldier "hors de combat" for a considerable time, since it sometimes destroys the skin, causing exquisite torture that lasts for many hours.

The Boys Behind *the* Men Behind *the* Guns



No time for baseball and tennis this summer for these school-boys, too young to enlist in the army but glad to turn their energy toward helping to thresh the grain that feeds our armies. From the city and town they went last summer as members of the Boys' Working Reserve, now a Federal organization, or in smaller groups. The Government is offering America's five million boys preliminary training in technical schools and agricultural colleges and practical work in camps.



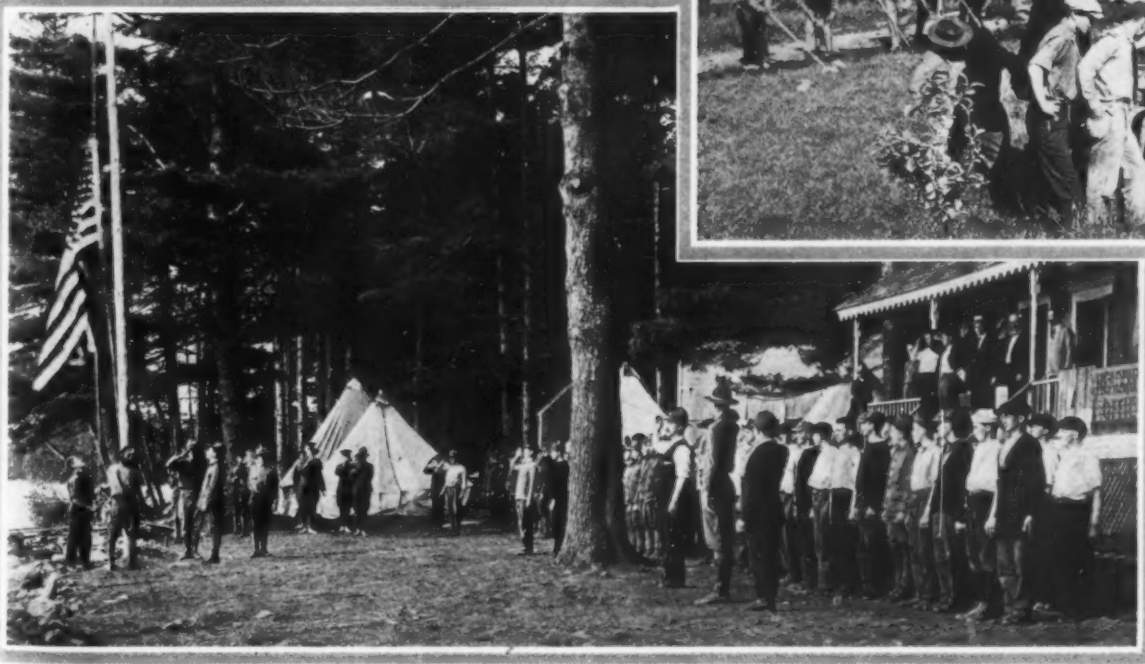
In Maine the Junior Volunteers, backed by leading men and headed by the Y. M. C. A., filled a camp, where under semi-military discipline they had theoretical and practical lessons in farming, and then did their bit.



These young chaps may have limited their mechanical experience until now to the mysteries of father's limousine, but a course in a Chicago technical school made them at home with a tractor.



A part of each day in the Junior volunteer camp was given over to demonstration and the group was divided so that as much individual instruction as possible could be rendered. The boys took to their work with a will and were enthusiastic from the start to finish.



The military discipline to which the Maine boys were submitted, while bearing no direct relation to farming, had its value as experience showed. Standing at attention each night when the colors were lowered may not have made the boys more adept with the pitchfork, but it resulted in building in them two characteristics which were universally admitted by the farmers—willingness and dependability.

Pennsyl VACUUM

IN 1914, nine Vacuum Cup stock tires were submitted to official test by the Automobile Club of America.

They attained an official average on two-ton cars of 6,760 miles. The maximum was 10,164 miles.

No other make of tires has ever been offered for this official test.

Vacuum Cup Tires stand on that record, and with greatly enhanced quality over the stock tires that made it.

WHEN their fame for higher quality was in the making, Vacuum Cup Tires were correspondingly higher in price. While this made slower work of building sales volume, the determination to maintain the chosen standard was unalterable.

As sales grew, it became possible to sell more and more closely to the prices of ordinary tires. This was greatly helped by the policy of making tires for the user only, avoiding large equipment contracts with automobile manufacturers.

Then was devised our zone selling system, enabling us to market our fast growing production without increasing the selling expense.



sylvania M CUP TIRES

Today, due to our policies and the economies of production in the most modern and efficient factory in the industry, Vacuum Cup Tires cost approximately the same as ordinary 3,500 mile tires. They cost much less than any other make carrying anywhere near the same mileage assurance. Vacuum Cup Tires are *guaranteed*—*per warranty tag*—for

6,000 Miles

Makers of Auto Tubes "Ton Tested"

PENNSYLVANIA RUBBER COMPANY
JEANNETTE, PA.

Best Factory Branches and Service Agencies Throughout the United States and Canada

Food will
Fight our
Battles!
Sharing Our
Wheat Insures
Victory ~ ~

U-S FOOD ADMINISTRATION

Member of the Rubber Workers Union

Calf Love and a Kid Sister



The first meeting. When Willie Baxter beholds Miss Pratt he is so overcome that he belies his statement that "he doesn't care whether any girl lives or dies." Yet she terms him "so *indifferink!*"



Vanished! The next time Willie comes into her magic presence he is in the act of assisting Genesis, the colored man, to bring home a laundry outfit. Hence sudden flight. His exit is too rapid to be shown in this picture, but the clothes boiler (his recent headgear) remains.



That he may be appropriately garbed to call on his charmer, Willie makes free with his father's wardrobe. But Jane, his all-seeing sister, takes due note.



Mr. Parcher, at whose house Miss Pratt is visiting, is obliged to listen to: "I think love is the most sacred thing there is. I don't mean some kinds of love. I mean—I mean *real* love."



A farewell party to his adored one impends, and the dress suit has been confiscated. Despair. Then Genesis mentions a certain "One-eyed Beljus" who has second-hand regalia for sale cheap. A quick resolve.



Jane, after speeding through her prayers: "But I want to tell you something, mamma. It's about papa's evening clo'es. Willie's got 'em on."

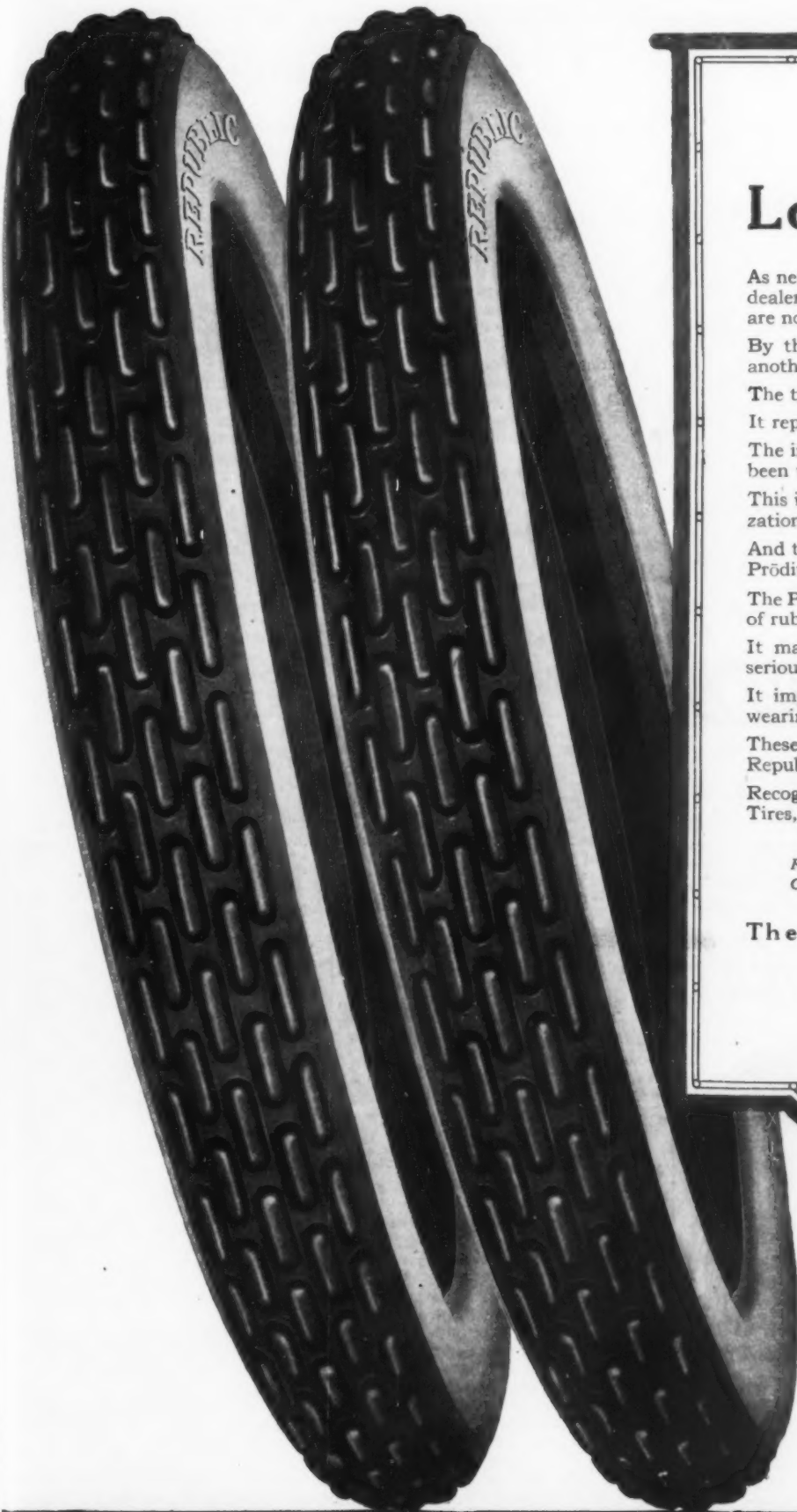


Good-bye. Willie, who arrived so late that all of Miss Pratt's dances were engaged, has had a tragic evening. Now, pretty and light-hearted as ever, she goes off to the station in his hated rival's speedy and well-appointed car.

WILLIAM SYLVANUS BAXTER, whom his small sister mortifyingly calls "Willie" falls a victim to Lola's baby-talk. This half-baked Romeo yearns for a dress-suit, that he may worship her arrayed in manly splendor. His parents, however, fail to grant him the coveted regalia. In desperation, he secretly borrows the evening raiment of his father. Equipped with this, he makes a hit with his charmer—until the colored servant identifies the dress suit as belonging to Mr. Baxter, Senior.



Jane explains that Willie has pawned his entire belongings to meet Mr. Beljus's demands.



A Multitude Loyal to Republics

As nearly as we can figure it, by reports from Republic dealers, more than 100,000 individual motor car owners are now regularly using Republic Tires.

By this we mean buying them steadily, one set after another.

The trade is not of a shifting, changing character.

It represents a solid, steady, loyal clientele.

The increase of steady buyers during the past year has been very large.

This is undoubtedly due to the rapidly spreading realization that Republic Tires *do* last longer.

And the fact that they do last longer is due to the secret Pröidium Process of compounding Republic rubber.

The Pröidium Process tremendously increases the strength of rubber.

It makes it so tough that Republic Tires rarely suffer serious cuts or chips from the road.

It imparts a wearing quality that is comparable to the wearing quality of steel.

These are the things which Pröidium Process does for Republic Tires.

Recognition of them, in a man's first set of Republic Tires, tends to make him a steady user of Republics.

Republic Inner Tubes, both Black-Line Red and Gray, have a reputation for freedom from trouble

The Republic Rubber Corporation
Youngstown, Ohio

*Originator of the First Effective Rubber
Non-Skid Tire—Republic Staggard Tread*

Republic
STAGGARD
PAT. SEP. 19-22-1908
Tread

*Maximum Grip with
Minimum Friction*

REPUBLIC TIRES



Sheer merit with little advertising has sold 7,000,000 Durham-Duplex Razors.

Durham-Duplex hollow-ground blades are the longest, strongest, keenest blades on earth. They last longer.

We sell a few blades to MANY users rather than supply a few users with MANY blades. Having increased our manufacturing facilities, we are advertising to obtain more users.

Inevitably yours,

AT ALL DEALERS



T 57

This set contains a Durham-Duplex Razor with white American ivory handle, safety guard, stropping attachment and package of 3 Durham-Duplex double-edged blades (6 shaving edges), all in a handsome leather kit. Get it from your dealer or from us direct.

DURHAM-DUPLEX RAZOR COMPANY
190 Baldwin Avenue, Jersey City, N. J.
CANADA: 43 Victoria Street, Toronto. ENGLAND: 57 Church Street, Sheffield. FRANCE: 66 Rue de Paris, Paris.

Golf at Old Point Comfort

HOTEL
CHAMBERLIN



Transportation Service by both Rail and Water as far South as Old Point Comfort was never better!

SNATCH a couple of days away from the grind, grab your golf clubs, of course, and come on down, or up, as the case may be, to Old Point Comfort, and try your game on the Eighteen Hole Golf Course which is part of Hotel Chamberlin.

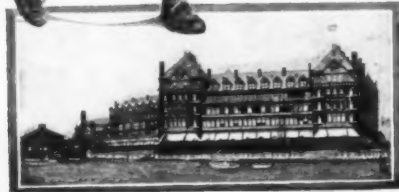
The Golf Course is one of the finest ever; designed and laid out by authorities on the "Royal and Ancient" Game—convenient to the hotel and being owned by The Chamberlin, it is managed in a way which will suit you. You can also Tennis, Horseback or Motor. The air and sun are just right to make you enjoy the famous real Southern Cooking.

But perhaps the most fascinating side of all is the Social Life, for here mingle Society and the Army, Naval and Aeronautical representatives of our own country, and those of our Allies, as nowhere else on the continent.

This, also is the place to take "The Cure," with every sort of Bath Treatment at your command.

You will be interested in our special booklet on "Golf," as it contains the first Aeroplane Map of a Golf Course ever published in America.

Address **GEO. F. ADAMS, Manager**
Fortress Monroe, Va.



The Melting-Pot

In Mexico City flour is \$50 per barrel in American gold.

It is now predicted that Congress will adjourn September 1st.

◆ The appetizing Prussian pretzel is vanishing from American bars.

Governor Sleeper of Michigan recently called upon his people to avoid mob rule.

Cheerless letters from home are said to be the cause of many desertions from the army.

A national exhibition was recently held in Berlin to popularize the use of paper clothing.

In an effort to secure additional gold in Germany, engagement rings have been suppressed.

Not less than one-fourth of the army and navy of the United States is composed of men of German descent.

The Socialist candidate for Governor of Minnesota was recently found guilty of violating the espionage law.

The Connecticut membership of the G. A. R. was reduced by death in 1917 by 201, leaving 1,816 members.

Japan, with an area barely larger than that of Montana, has a population half as large as that of the United States.

Over 100,000 women are employed on Prussian-Hessian railways in Germany as against only 10,000 before the war.

A recent report of British experts favors absolute abstinence from strong drink, but supports the use of light wines and liquors.

A woman's ticket named by the Democrats of Gouverneur, N. Y., to test the strength of the women voters, was defeated.

German prisoners of war interned in the United States are to be put to work building state roads for which they will be paid.

Representative Edward M. Gray of New Jersey is running for re-election on the popular platform: "With me, country is first."

A bankbook showing deposits of \$10,000 was found among the effects of a workman who died suddenly in a Newark, N. J., rooming house.

Lady Elsa Russell was fined \$500 by British authorities for refusing to plough up 21 acres of land when called upon to do so for war relief.

Managers of theaters are asking Congress to authorize the mintage of 15-cent pieces and the proprietors of daily newspapers of 2-cent pieces.

A man who died recently in Brooklyn, N. Y., requested in his will that a hand amputated in Russia be brought to this country and buried with him.

The Pope has withdrawn the prohibition preventing clergymen from agricultural employment. Hereafter Italy's priests will till the soil for their country.

A blind girl of Burlington, N. J., has graduated from the State Normal School with high honors, and received an appointment as an instructor of the blind.

Dr. Anna Howard Shaw suggests the formation of a national army of women systematically and nationally organized as is that of the women of England.

A Dutch minister of Little Falls, N. J., was recently hanged in effigy by townsmen, who, through ignorance, believed that Dutch and German origins were the same.

President Sieberling, of the Goodyear Tire & Rubber Co., says: "The 400,000 motor trucks in this country have sounded the death knell of the short-line railroad."

Dr. D. A. Poling, superintendent of the United Society of Christian Endeavor, recently returned from France, rates our army's morals higher than those of civilians.

New York courts have decided that "sweet cider is not a liquor, but hard cider that has commenced to ferment is liquor

within the intent and contemplation of the statute."

Nearly 1,000 employees of the General Electric Company, at Schenectady, N. Y., are cultivating garden plots, provided by the company, to meet the high cost of living.

If following the pending railroad and steel workers' wage increases there should be an average increase in pay of all workers in the United States, the increase would approximate \$4,500,000,000.

The women of Chicago voted 2,757 to 2,705 for a candidate whom the Municipal Voters' League condemned by declaring: "No alderman in Chicago's history piled up a worse record in so short a time."

The report is current that the United States has secured an aeroplane base in the Azores, and that shortly an American plane will make the flight across the Atlantic with but one stop—at the Azores.

Secretary McAdoo tells of an intelligent farmer, who, after making his subscription to \$1,000 worth of Liberty Bonds, wanted to know where he would have to go to pay his 3½ per cent. interest on the subscription!

The quota of the Liberty Loan for the leading cities was as follows: Boston \$250,000,000; New York \$900,000,000; Philadelphia \$250,000,000; Cleveland \$300,000,000; Chicago \$425,000,000 and San Francisco \$210,000,000.

General Leonard Wood tells us that "we are only at the beginning now. My word to you is to save everything you can. Produce everything you can. Do everything you can—and we will make the world safe for democracy."

The great number of flying machines in France is making an unprecedented demand for castor oil for lubrication. The United States, the second world producer of castor oil, is stimulating the growth of the castor oil bean in the South.

The enduring strength of wood is evidenced in the excellently preserved Fairbanks House in Dedham, Mass., built in 1636 and believed to be the oldest frame house in the United States. Its oak timbers were brought from England in 1635.

Senator Penrose of Pennsylvania says that there are persons holding public office in Washington of "strong pro-German leanings who have written scurrilous reflections and treasonable articles on the Constitution of the United States."

American money now in circulation is almost \$50 per head, twice what it was when Bryan first ran for President and three times as large as at the end of the Civil War, while the per capita wealth is \$2,400 against \$1,000 in 1896 and \$500 in 1865.

At a cost of \$3,000,000,000, we are now making 11,250 Springfield rifles a day; 40,000 pieces of motorized vehicles; smokeless powder at the rate of 1,300,000 pounds a day; 1,350,000 automatic pistols, and 3,250,000 rounds of ammunition for 300,000 machine guns.

A Nebraska member of Congress wants the author of an anti-vivisectionist circular punished on the ground that his statement that "thousands of deaths were inflicted upon our soldiers and sailors because they were pumped full of disease by compulsory inoculation and vaccination" was unpatriotic if not treasonable.

The Russian-German "peace" treaty puts at the disposal of Germany 56,000,000 Russians and 300,000 square miles of territory, 32% of the total Russian area; 13,350 miles of railways; 73% of Russia's iron production; 89% of her coal production; 268 sugar refineries; 918 textile factories; 574 breweries; 133 tobacco factories; 1,685 distilleries; 244 chemical factories; 615 paper mills and 1,073 machine factories. Let the people think!

Are Your Economics on Straight?

By E. LE ROY PELLETIER

Are you one of those who preach that our duty at this time is to skimp and save and deny ourselves all but the bare necessities of life?

Are you for the "sackcloth and ashes" stuff—or do you realize that it is just because we are the most luxury-loving people on earth that we are also the richest, and therefore have been called upon to finance and to fight to a finish this most "extravagant" of all wars: Listen—

No man ever made a fortune by saving.

No community ever got rich by limiting its people to the bare necessities of life.

All surplus wealth is derived from the manufacture and sale of luxuries.

Limit yourself to the use of necessities only, and you'll stop the production of all but necessities.

For all progress—all civilization—all wealth beyond the bare needs of the moment are the direct result of the production and sale of luxuries.

We hear a lot nowadays to the effect that we Americans are a wasteful and extravagant people.

Yet when the war which had been precipitated by the most "frugal" people on earth—except the more primitive races of savages—we, the "extravagant" nation, were asked to finance and to prosecute the war to a successful finish.

And we expect to do this from the surplus left from our extravagance.

Yes! And it is because of our very "extravagance" that we have the money to do it.

Being the most luxury-loving, luxury-enjoying, luxury-demanding people on earth, our surplus is the greater.

Civilization—culture—progress—impose on those who crave them both mental and physical effort. Stop the effort—and you retrograde to the status of the Hottentot.

China is wonderfully rich in natural resources—yet her people are deplorably poor.

If China has the resources why are not the Chinese wealthy?

Why, the Chinese have worn the same styles of clothing for a thousand years, and have subsisted on one diet—plain rice!

The Japs tried the same forms of "frugality" for centuries and just managed to subsist.

When they began to copy American "extravagance" they became a world power.

The people of India—95 per cent of them—wear breech clouts—and every so often we have to send them ship-loads of food to fend off the famine their improvidence has brought upon them.

Yet India is a land of almost inexhaustible undeveloped riches.

India isn't ignofant—it boasts the oldest civilization—her philosophies antedate ours.

But their philosophy ran to seed a few centuries ago—they taught their people to eschew luxuries and subsist on the plainest food and to wear the coarsest, or no, clothing.

India's development stopped right there.

And China's stopped at about the same time.

Now consider France:

France originates the fashions for the world—and wears them first.

And France is, per capita, one of the richest of nations.

Decadent they said—because of her love of luxury.

Yet France has fought like a wild-cat.

This "degenerate people" have defeated the "superman" at every point.

(Both epithets, by the way, were applied by the Teutons—before the two nations met in the present war.)

Oatmeal put up in a box with a fancy name and sold for four times its value as oatmeal is a familiar form of American "extravagance."

★

But a box of it would resurrect India. And if you could persuade the Chinese to eat "Compote de riz" instead of just rice, there'd be hope for them, too!

From the wealth created by their "extravagance" they would become rich.

There's small profit in the production and sale of raw materials. One—or at most a few—share in that profit.

Save the crude ore if you will—deny yourself the luxury of a watch or a motor car—but what will you do with the ore then? Where derive the wherewithal for even the necessities of life?

This idea that in order to finance a war we must designate as "non-essentials" those industries from which our greatest help, both material and financial, come, shows a deplorable lack of knowledge of the very fundamentals of economic principles.

The point is, those "luxuries"—those "extravagances," those "non-essentials," if you will—are vitally essential to the millions of men and the families of the men whose jobs depend on the making of that 20th century vehicle.

The sewing machine—the phonograph—the electric lights—the piano—the furniture; yes, the very schools wherein the workmen's children are educated—are the direct result of craving on the part of the rich man for those luxuries.

Broadly speaking, there is no such thing as "non-essential" industry.

Nothing that, in the progress of mankind from the status of the savage to that of the civilized man, has become a part of our daily life, can be considered a "non-essential."

For the question isn't whether we can do without certain articles—it is whether the working people

★

of the world can do without the job of making those articles.

It doesn't matter that we, as a people, could deny ourselves the sound of music for a time—forego the purchase of a piano.

That isn't the point.

Some time ago people with only a meager understanding of economics—and the intimate and intricate and inseparable relation of one industry to another—pronounced the piano, among other things, a "non-essential."

The argument was advanced that it was "unpatriotic" to buy a piano because pianos used up spruce that was necessary for aeroplane building.

How much spruce?

Four feet of spruce per piano!

What kind of spruce?

Short lengths unsuited for any other work!

There are about 300,000 pianos manufactured in America per annum and the total amount of iron used in them is only 25,000 tons.

That is not a by-product of one mine.

The amount of wire used for the strings would amount to practically nothing in our big aeroplane program.

Neither are the workmen the kind that can be used in that industry—90 per cent of them are men too old to learn any other trade. The other 10 per cent Uncle Sam has already taken.

But there are 10,000 piano dealers in the United States—10,000 men who could not pay their rent and 10,000 landlords who would be unable to buy Liberty Bonds if the piano industry were declared a "non-essential" and suppressed.

Tens of thousands of workmen that can do their best only at their own trades and help with their earnings to finance the active branches of the war, would be thrown out of jobs and their families suffer untold privations.

So the piano industry is not a "non-essential," but in its relation to all the other industries and to the war itself is a vital essential.

When the Allies entered the trenches recently we read they found pianos in the dugouts—and phonographs and every other adjunct of civilization that could be toted there to make trench life endurable.

It doesn't matter which American buys the Liberty Bond—just so long as Uncle Sam gets the money.

And Uncle Sam will get the money from whomsoever has it at the moment.

★

Buy the piano you want; buy the diamond necklace; buy the automobile—and thereby keep American workmen busy and enable them to do their part, which they are only too eager to do, in helping finance the war.

It's all wrong—this idea that, in order to finance the war, we must deprive ourselves all but the bare necessities of life.

Rank sophistry those phrases "an old suit of clothes is a badge of honor," and "a dollar paid for a ball for a boy to play with is a traitor dollar."

For, if you deny luxuries to those who can afford and should buy them, you automatically and surely deprive the less fortunate and the less skilled of bread and raiment and shelter.

Out with a false logic—the motives of men who utter them are open to suspicion if not worse!

Food conservation—not by short rationing, but simply by changing our diet so as to use more of those meats and grains that cannot so advantageously be shipped, so as to supply our allies with those that contain the most nourishment in the most compact form—

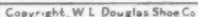
That is O. K.—every intelligent, every patriotic American endorses it and will gladly do his part.

But this preaching that we must don sackcloth, cover ourselves with ashes; bow down in grief; deny ourselves the luxuries to which we have been accustomed—and thereby stop their manufacture and sale—that's contrary to all laws of economics.

Let's get down to first principles—let's correct our angle on economics, for we are missing the mark, most of us.

The facts are camouflaged and we are shooting at a dummy.

Next week: "Are You Practising False Patriotism?"



Just write the Editor of Leslie's Travel Department
vacation and travel questions that you want to.
That's one of your privileges as a reader of Leslie's

That's one of your privileges as a reader of Leslie's.

The death of Senator Stone created an important committee chairmanship vacancy for which there was just one logical candidate. Senator Gilbert M. Hitchcock, of Nebraska, stood next to Senator Stone on the Foreign Relations Committee. The passing of the Missourian made him the ranking Democratic member. Nevertheless, his obvious right to the chairmanship was promptly challenged, not by Republicans, but by the most powerful Democratic organs in the country. These enemies in his own party could not attack Mr. Hitchcock's ability. They knew he was easily the best-equipped man for the chairmanship among the Democratic members of the Foreign Relations Committee. Therefore, ignoring his unimpeachable qualifications, they raised once more the old cry of disloyalty. No attempt was made to question Mr. Hitchcock's unwavering and whole-hearted support of the Government from the moment America declared war against Germany. The bombing party went back beyond April, 1917, and exploited the Nebraska man's attitude on questions of American policy when this country was a neutral. This is a peculiarly dangerous game for the Democrats to play. There are numerous majority party leaders in the House and Senate whose records on international questions would not stand the test proposed for Senator Hitchcock. As a matter of fact, an unprejudiced observer is forced to the belief that this loud talk about loyalty merely masks resentment of the Nebraskan's stand with Senator Chamberlain in sane criticism of inefficiency in the Government. It is both unjust and absurd to question the patriotism of the senior Senator from Nebraska.

before 1918 has passed into history. At the present rate of transportation more than a million soldiers from the youngest allied country will be in France within a few weeks. Before the end of the present year not less than three million American troops will be fighting in France or training in the United States. And this great army will be merely the beginning of America's reply to Teuton boasts that last winter's peace talk merely masked preparations for a Hun victory that would compel payment of heavy indemnities in territory and money. Congress has been informed that the War Department will make big additions to the original appropriation estimates for the next fiscal year. The revision of the figures is made necessary because this country is to have 600,000 more men in training on July 1 than were contemplated a few weeks ago. New cantonments will be built, additional supplies of clothing and war material will be purchased and rapid additions will be made to the line of communications between the United States and France. Germany has been hurling her entire strength against England and France since the third week of spring. Her depleted forces will face at least three million additional and fresh opponents before another year has run its course.

A Check on Seditious Pens

A new Government bureau has come into existence in the last few months. Its activities are directed against the exploitation of sedition in the press of the United States. This bureau, operating under the direction of the Postmaster General, keeps a close tab on foreign-language publications and those printed in English, but suspected of disloyalty. Whenever the Post Office Department decides that a

certain publication is a deliberate offender it is barred from the United States mail. If this step is not sufficient, the affair passes into the hands of the Department of Justice. It is a significant fact that the worst offenders are not German newspapers, but those printed in English by representatives of the socialistic, anarchistic, pacifist and I. W. W. elements. Foreign-language journals, however, are more difficult to check up. They are compelled to file each day with the postmaster in their district accurate translations of all articles that touch, directly or indirectly, on the war or the American Government. The penalty for filing inaccurate translations is prompt suspension of mailing privileges. The new bureau of the Post Office Department is performing an important duty and is proving invaluable to the secret service.

Saving the Tin Cans

The annual report of the Department of Commerce sets forth the dire need of tin cans and the efforts the Government is making to conserve them. During the early days of last summer's campaign for the preservation of perishable fruits and vegetables, Government experts tested the possibility of utilizing once-used tin cans, but investigation proved the advisability of abandoning this plan in favor of "dettinning" processes, whereby most of the steel and tin are recovered for further use in manufacture. The Government is now persuading factory owners to substitute paper or fiber containers for all non-perishable articles heretofore put up in tin. This, it is expected, will to a certain extent offset the tin cans shipped to the army in France. The balance of the loss will be made up by salvaging used cans.

Calling the Master Builders

Continued from page 652

for him. Deny credit to the men who make good and they will feel that there is not much use in making good. My idea always is to place the responsibility on the man who is to do the job, then encourage him, and finally give him full credit when he does make good."

Aside from this very sound formula, there is probably only one other principle of successful organization and that is the principle of selecting the right man for the right job. A man who doesn't know men might not be able to build success upon Schwab's plan of action. But Schwab knows men and what they can do. He knows how to select the right sort of men. Organization is largely a question of personnel. With the right men and the right spirit, almost any job can be made to go.

Carnegie had a wonderful group of men around him, men who had worked up from the bottom. They were his "boys." Schwab now has his "boys." Some time ago, he turned over the presidency of the Bethlehem Steel Company to Mr. Grace, remaining himself as chairman of the board. Mr. Schwab has the knack of drawing the right sort of men around him. They are all enthusiastic about him.

Five minutes with Schwab will convince any man of his enthusiasm, vision and ability. There are some men of great reputation who, when you meet them, make you wonder how they "get away with it." You are inclined to feel that they must have been the beneficiaries of circumstances. It frequently happens that there is a quarrel in a corporation between two strong men, with the result that an impressive, good-natured man is selected as a compromise. That's the way some of them land high. But Schwab eschews the atmosphere of strength and success. He is by long odds the foremost industrial giant of the United States. That is why Kitchener sent for him at the beginning of the European war, and told

him to name his own price for a certain number of submarines, which Schwab said could be turned out in nine months. Kitchener wrote out a check for the full amount before Schwab left him. The submarines were turned out—not in nine months, but in five.

Hurley himself has demonstrated throughout his life a gift for organization and for success. He has a tremendous record as a successful manufacturer and as a successful official of the Government. A small man in his present job would have seen no reason for dividing any of the credit for success. Hurley's whole thought, however, had been to get the ships built, since success in the war depends on this one issue. The manner in which he went after Schwab and defined his authority shows Hurley's bigness of character and purpose. The authority that Schwab has is similar to that which the President of the United States has given to General Pershing. As field marshal of the ship-building forces of the United States, Schwab will be wholly unhampered. Chairman Hurley will back him up to the limit in Washington.

While the actual construction departments of the Emergency Fleet Corporation will be moved to Philadelphia, Mr. Hurley will have an office over there, where he may spend a day or so a week, while Mr. Schwab will have an office in the Washington headquarters. All the administrative work, of course, will be done in Washington. In the operation of ships, the Shipping Board does a business twice as large as the Pennsylvania Railroad, while the negotiations over neutral tonnage, allocating of ships, fueling and manning the vessels, making of contracts, etc., grow constantly in importance. Mr. Schwab's job is to build ships, and his record as America's greatest industrial leader is sufficient assurance that he will succeed.



"The president wants to see you!"

When a better position—an executive place—in your company is open, will you be the man the President or General Manager calls on to fill it?

When you are asked questions concerning production, accounting, transportation, finance, marketing, or any of the other fundamentals of your business—how will you answer?

Will your replies be intelligent and positive? Will they be based on fact?

Or will you only know the fundamentals of your own particular work and thereby lose the opportunity for advancement to the place calling for executive ability founded on actual knowledge?

These are days of rapid promotions

But, chance, luck, "pull" or accident plays little part in the selection of men for places of executives.

Men who direct, energize and manage the work of others are quickly appreciated, and they are advanced to positions of responsibility accordingly.

The demand for executives, trained in the fundamentals that underlie all departments of business, is always greater than the supply.

Present day conditions are making unprecedented opportunities

The need for better trained executives is to be seen on every hand in every industry. Better executives are being sought by big businesses everywhere.

The Modern Business Course and Service of the Alexander Hamilton Institute gives you a sound grasp and keen insight into those basic principles that underlie all business. The man who knows the fundamentals of finance, marketing, production, accounting always commands a premium in the market for brains.

It makes better executives—better all-round men

The man who is already considered a successful executive can increase the efficiency of his business—better his own position—if he grounds himself in a broad knowledge of all business fundamentals.

In fact, a large percentage of the men enrolled in the Institute are men who know that their own efficiency and ability can only

be improved by the application of fundamental truths, already experienced by others, and applied to their own needs.

This Course and Service gives you, in easily readable, convenient form, the practical working experience, plans and analyses of thousands of successful men.

You can follow the Course in your spare time

You will profit by what you learn from the very first. It will inspire you—interest you. It will prepare you to be a safe and more valuable executive.

You will find that it will help you to "take up the slack"—increase production—improve marketing methods—better accounting systems and improve your financial arrangements.

You men who have your eyes on the place ahead

You men who may be given your longed-for opportunity thru the promotion or dropping out of others—when "they" call for you to help make their decisions—let them find you well-informed. Begin now this self-training which will become invaluable to you in your march toward success.

70,000 alert business men have enrolled in the Alexander Hamilton Institute. And their reason for enrolling was, fundamentally, just the same as yours. They wanted greater knowledge—a wider experience—better fundamental training in modern business.

Get further information

Learn how your mental and financial business growth can be assured. Send today for a copy of 112-page book, "Forging Ahead in Business." It will be sent you free. It will help you measure what you know—what you don't know—and what you should know—to make your future sure.

When they call you to the Board Room to find out if you are worthy and well-qualified for promotion, what will your answer be?

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MODERN BUSINESS



"Every Miller Cord
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10 Years' Training"

Tiredom's Great Feat —the Uniform Cord

Chief of the Miller Tires—All Built By Champions

THE Miller Rubber Company has successfully applied to the building of Cord-type Tires their championship system that gave the world Uniform fabric tires. And no motoring sensation is comparable to the buoyancy of riding on Miller Uniform Cords.

Size for size they have much greater air capacity than ordinary tires. And the hand construction makes them wonderfully flexible. The big strong cords fairly float in new, live rubber.

Miller Uniform Cord Tires are made with the conventional ribbed type tread—also the Geared-to-the-Road. Only Miller Tires have this latter tread, for this is patented. It has the advantage of caterpillar feet that engage the ground like cogs.

Miller  **Tires**
GEARED-TO-THE-ROAD

Geared-to-the-Road gives positive traction, with practically no skidding, hence great security on roads.

It also prevents the wheels from spinning as you start the car, saving your tires from being scuffed and "burned."

99 Per Cent Excellent

No other tires can ever be as uniform as Miller until the men who build them are as uniform as Miller Tire builders. For tires contain much hand-work—Cord tires most of all.

This is why we developed the body of Cord Tire Champions. Each man is a specialist of 10 years' training or more. Their average efficiency is 96 per cent, and 99 out of 100 tires they build outrun standard guarantees. Under like conditions, Miller Tires—Cord-type or fabric—wear the same.

This year, our output must be limited. Only about one man in 25 can make good here. So speak to the authorized dealer for your supply now.

THE MILLER RUBBER CO., Akron, O.

Makers of Miller Red and Gray Inner Tubes, the Team-Mates of Uniform Tires.

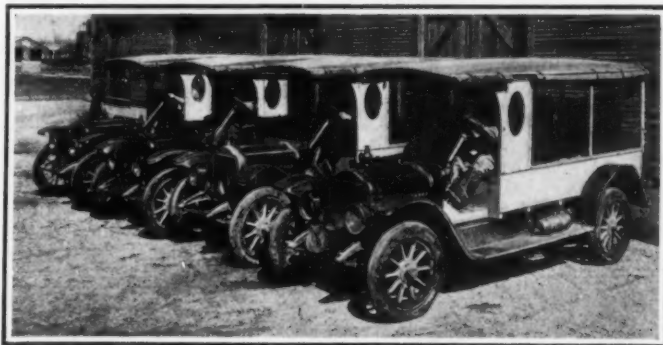
Miller Tire Accessories are the life-savers of old tires and the "first aid" to injured ones.

Distributors, Dealers and others desiring a profitable tire agency with an assured future should write for attractive proposition. A few exceptional territories to be awarded soon. (140)



Motor Department

Conducted by H. W. SLAUSON, M. E.



These four trucks are all alike and are owned by the same company, and yet three may show a profit and one a decided loss. Only by maintaining a standardized costkeeping system can the owner determine why one truck will prove less profitable than another, and exactly in what item the leak occurs. Installation of such a system may mean a saving of hundreds of dollars a year for the owner of a fleet of trucks.

Readers desiring information about motor cars, trucks, delivery wagons, motorcycles, motor boats, accessories or State laws, can obtain it by writing to the Motor Department, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City. We answer inquiries free of charge.

How Much Is Your Truck Worth?

DO YOU really know?

You may say that it brings in thirty or forty, or even a hundred, dollars a day; but how much of this is net profit? Including all the items of interest charges, depreciation, fuel and oil, tires, probable repairs at the end of each five or ten thousand miles, and the like, can you say for certain for just what amount per day you can rent your truck and show a profit?

You may have installed the most approved bookkeeping system for your business. Your auditor may keep an eagle eye on your fleet of trucks and may have arrived at monthly or annual costs of operation which represent an excellent tabulation of the facts.

But your business rival, operating trucks of the same capacity under somewhat the same conditions, may show totally different results from the use of his trucks, and yet he too may employ an expert accountant who uses the most approved methods of costkeeping.

Wherein lies this discrepancy in results? Drivers' and helpers' wages are approximately the same in the two businesses, but your employees may not be working with efficient results in mind. What proportion of their active time do your trucks spend at loading and unloading platforms? What is their mileage per gallon of gasoline and the resulting cost of fuel per ton mile? To what percentage of their rated capacity are they loaded on each trip and what therefore is their "ratio of effectiveness"? Does your bookkeeper figure depreciation on the yearly basis; and does the costkeeping system of your neighbor provide for this item on the mileage basis? Which method is correct and why?

So many questions of this nature have been asked by truck users that a conference of truck manufacturers and owners has been held on several occasions for the purpose

of reaching a standardized system of bookkeeping for truck costs. There may be various theories on the subject and a variety of reasons why this or that method should be employed, but in this age of standardization it is necessary that all owners employ the same system if they would compare results on the same basis. Only by this method can you determine, for example, which size and type of tires are best suited to use on a certain design and weight of truck. Only through the inspection of such figures is it possible for you to determine whether your fleet should be increased by one or more trucks of larger or smaller capacity. In fact, it is only by the use of a standardized truck cost system, identical with that employed by other concerns in the same and allied lines of business, that you can expect the maximum efficiency from your trucks and can put your finger on a "leak" which might interfere with that efficiency as soon as it occurs.

A first glance at this system of costkeeping, as adopted at the conference of truck manufacturers and truck owners, may give the impression of undue complication. Every non-essential item has been routed out, however, and in these days of involved income tax blanks this system of truck costkeeping becomes, upon investigation, simple in the extreme. Naturally the greatest difficulty will be encountered in obtaining complete data from the driver regarding his leaving and arriving time, the loads carried, the number of stops and the causes of these stops. But by the combination of entries made on a simple blank which he carries with him, and an inspection of the odometer, this difficulty may be overcome easily, especially if some system of bonus is provided for each driver who turns in completely-filled daily data sheets throughout the

COUPON

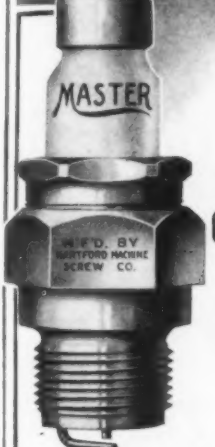
H. W. SLAUSON, M. E.,
MOTOR DEPARTMENT, LESLIE'S WEEKLY,
NEW YORK CITY.

Please send me, without cost or obligation on my part, a sample of the National Standard Truck Cost System on which I may keep a record of the truck operating costs of my truck of tons capacity for a year. I operate trucks of the following makes and am in the business.

Yours very truly,

NAME

ADDRESS



Five
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Years of
Service

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Built Up to a Standard, Not Down to a Price

FOR five years Master Calorite Spark Plugs have been used exclusively in all of the famous Fifth Avenue Motor Buses in New York. These Motor Buses, familiar to every visitor in New York, maintain a set schedule.

They make frequent starts and stops, operating always under a heavy load—in all kinds of weather. Yet Master Plugs have consistently given efficient and dependable service under these unusually severe conditions.

The continued exclusive use of Masters by the Fifth Avenue Coach Co., and their hearty endorsement of them, is convincing evidence for discriminating motor car owners that Masters deserve a place in their motors.

Until you have tried Masters you will never know the meaning of real spark plug service and efficiency.

Made and guaranteed by

Hartford Machine Screw Company
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To mend gas jets; hang pictures; bend or cut wire; hold something firmly; to do many, many things quickly; to save time, money, worry—have a pair of

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PLIERS

At hardware or electrical stores. If you've used pliers or nippers, you'll like the superior quality of Utica Pliers. If not, you'll wonder how you got along without such a wonderful tool. Insist on the Utica. Guaranteed in every way—or your money back.

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ILLUSTRATED
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Makes Sex Facts Plain—What every young man and young woman, young wife and husband, father, mother, teacher and nurse should know. Cloth binding—320 pages, illustrated. Table of contents, and commendations, on request.

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week or month. These daily service records form the basis of the entries in the folder composing the costkeeping system, and which consists of a compilation of such daily records for each day of the month with totals for each month of the year. The bookkeeping department can easily make the entries under the proper headings, and within a few weeks it is possible to determine whether any particular truck is performing according to expectations.

In fact, it is conceivable that in the near future manufacturers will guarantee their trucks, not so much on a basis of perfection of parts and workmanship, as on a definite statement of cost per ton mile in any particular business—this guarantee varying, of course, with conditions as produced by the locality or the nature of the business in question. Before such a guarantee can become effective, however, it is necessary that each truck owner adopt an accepted and standardized system of costkeeping, for only in this manner can the representative of the manufacturer determine wherein the trouble lies in the case of a truck installation which is not making good on its guarantee. For example, from an inspection of such an operating cost card it may be determined what trucks have not been properly loaded or are doing work for which they are unsuited. The evils of overloading will be immediately apparent and carelessness on the part of a driver will be evident.

The truck owner who would attempt to operate a fleet of trucks, or even a single vehicle, without the assistance of such a standardized costkeeping system would be in the position of the ship's captain without a sextant—he has no means of knowing where he stands, and must judge his position solely by "guess work" or dead reckoning.

In order that all business men who require assistance of this kind may try this system of standardized costkeeping, the Motor Department of **LESLIE'S WEEKLY** offers, on the coupon given on the bottom of page 662 a free specimen of the system in question. This form consists of a well-bound folder, containing sheets for records of the daily and monthly operation of one truck. Included in this form is one leaf which may serve as a suggestion for a driver's record, and duplicates of which may be made at any printing shop or prepared by the office force of your own organization. Should there be found a sufficient demand for the application of the standardized costkeeping method to the remaining trucks of your fleet, the Motor Department of **LESLIE'S WEEKLY** will undertake the publication of such forms for distribution among business men at a nominal cost.

Number of Trucks in Use

T. J. B.: "How many motor trucks do the latest census figures indicate are in use in this country?"

The question cannot be answered definitely, for the reason that many States do not distinguish between passenger cars and trucks in their vehicle registration figures. It is estimated, however, that there are somewhat over 400,000 commercial vehicles in daily use in this country.

Fire When Filling Tank

B. M. F.: "I fill the tank in my car by pouring the gasoline through a funnel covered with a chamois skin, as I understand it is very important that the gasoline be absolutely free from dirt and water. However, I have been informed several times that this is a dangerous method, for the running of the gasoline through the chamois skin creates electricity, which is likely to cause a spark and ignite the gasoline. Is there anything to this?"

It has been a long-established fact that fires in gasoline cars have been caused by a spark suddenly created by the friction resulting from pouring gasoline through a chamois skin. This spark will not be formed if the filling can is held in contact with the funnel into which the gasoline is poured. In other words, there must be a space across which the possible current will jump before a spark is formed. If precaution is taken in this direction, there need be no danger from the use of a chamois skin.

GREAT BEAR SPRING WATER
"Its Purity Has Made It Famous."—Ad.



Helping Save Foodstuffs for the Nation's Fighters

The summons of the country goes forth

"Save the meat—wheat—fats for the fighter.

"Give the fruits and vegetables grown at home a more important place on your table."

Here again the motor truck helps vitally in the response to America's needs.

With their Federals, the farmers, gardeners, truck growers far from the city

markets bring their produce fresh and early to the stalls.

They return with less time lost on the road—able to give more attention to increasing and improving their produce.

This is still another service Federals are rendering our country at war, none the less patriotic we hope, because it is also profitable to the growers and beneficial to their customers.

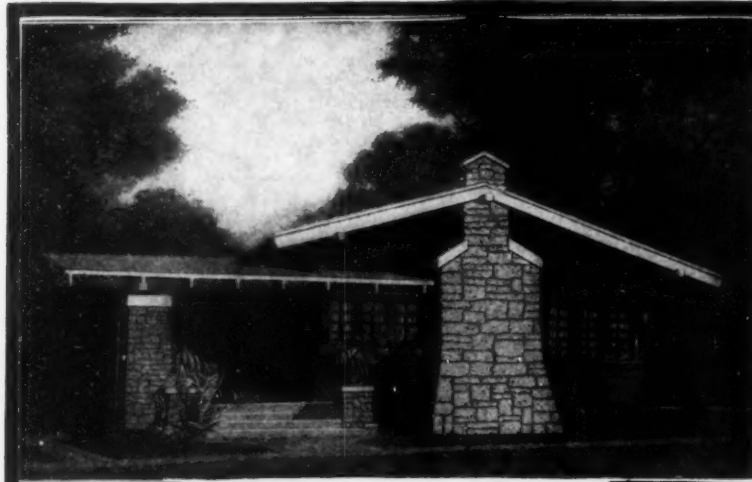
Federal Motor Truck Company

DETROIT, MICH.



NOTICE TO READER: When you finish reading this magazine affix a 1 cent stamp on the front cover, hand same to any postal employee and it will be placed in the hands of a soldier or sailor in camp or on shipboard. No wrapping—no address.
A. S. BURLESON, Postmaster General.

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Pajamas & Night Shirts
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penny! Thousands have built the
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100 Modern Harris Homes, with Floor Plans,
Specifications, Prices, etc., and explains
how to select your home and proceed
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easily understood. It is sensibly cut-
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lasting in quality and low in price.
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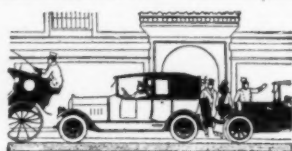
"WAR BABIES"

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A Battle Prayer

We have seen the shattered altar
Neath a roof of startled stars,
While the heavens seemed to falter
And the night was red with scars.

We have watched grim incense rising
O'er a village burned in loot,
While gray hordes were civilizing
Broken Belgium with the boot.

Saw, while peace-fat merchants snivel
At the tilthman's honest toll,
Watched, while coward slackers' drivell
Whined against the muster-roll.

Can we face our night of anguish,
Can we brave our battle's loss,
While the craven spirits languish
In the shadow of our cross?

Nay, the shadow in the valley
Fades before a friendly wreath,
And our loyal legions rally
Calm in heart and sure in faith.

Strength, then, Lord of Hosts, we pray Thee,
Through our dark Gethsemane
Let not selfish word betray Thee
Nor our sacred liberty!

Scourge us, purge us, till perfected
Glorious we meet the morn,
When there rises, resurrected,
Peace with Freedom—Christ reborn!

MICHAEL BENNING.

Shows in New York

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Booth	Maytime	Charming romance
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Park	Seven Days' Leave	Exciting war melodrama
Playhouse	The Little Teacher	Comedy with heart appeal
Plymouth	A Doll's House	Nazimova in Ibsen drama
Princess	Oh, Lady, Lady!	Lively musical show
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Winter Garden		

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"For God's Sake, Hurry Up!"

By CHARLTON BATES STRAYER

WITH the result on the western front hanging in the balance, the thing that should ring in the ears of America is the last expression, almost a dying appeal, of the late Joseph H. Choate, "For God's Sake, Hurry Up!" Instead of being fired by Mr. Choate's dramatic appeal, we have been living for over a year in a fool's paradise. Many people imagined, when the United States became a belligerent, that the war was as good as over, that Germany, faced with the material resources and man-power of America would soon be ready to quit. Instead of quitting she has since done her best fighting, and has just been exhibiting a driving power on the western front that has not been equaled at any previous time in the war. Germany has come perilously near breaking through, after which she was to roll up her enemies in turn. It is not certain that she will not reach the Channel ports. And the public is still being fed up on rosy stuff. It is pleasant to the ears of the Allied and American public to be told that the morale of the German soldier is on the decline. This we have been hearing for three years. In the same vein we have been told that Germany is using old men and young boys. Yet with an army of supposedly inferior men and low morale, Germany now makes the greatest drive since the beginning of trench warfare.

When we declared war, we were going to make a notable contribution in aviation. The complete breakdown of this program has been public knowledge for weeks. At last John D. Ryan, one of the country's great business men, has been appointed to direct the manufacture of airplanes. A universally approved appointment, why was it not made sooner? The ship-building program, even more vital than the aviation program, fell down. The selection of Charles M. Schwab, one of the greatest constructive geniuses in the country, to build ships is applauded, by all but our enemies, but why was he not chosen earlier? George Creel, Chairman of the Committee of Public Information, is still glorying in the fact of our unpreparedness when we entered the war, an unpreparedness which has meant the death of thousands. How can we win the war with this type of man in office? The President is Commander-in-Chief of the Army and Navy, and President Wilson exercises powers such as no previous chief executive has ever wielded. He is the responsible head of the Government. If he makes mistakes of judgment in the conduct of the war, we are told we must not criticize him because he is President. This is no time for the criticism of the President, or any one else, in a narrow, partisan spirit, but if, with the good of the country at heart, its citizens cannot criticize the conduct of its public servants from the President down, we may as well say good-bye to democracy about which we talk so much. One man's feelings are not so important as the winning of the war. That is our one great task, and if we are to succeed, we must hurry up along every line.

In Russia's Storm Center

A FLOOD of matter has been published concerning the Russian revolution, but nothing more interesting has appeared on the subject than Florence MacLeod Harper's book, "Runaway Russia." Mrs. Harper, as a correspondent of LESLIE'S, reached Petrograd just on the eve of the uprising which overthrew the Czar, and she was an eye-witness to many of the exciting and horrible scenes that followed. She co-operated much of the time with Capt. Donald C. Thompson, LESLIE'S famous staff war photographer, whose pictures are among the most remarkable ever taken by a camerist. Mrs. Harper was in the midst of several riots and street battles where her life was in danger. Afterward she acted as

An Overwhelming Force

If Germany is to be driven back and overwhelmed it will be by a greater army than is now on the western front. The army of reserve that is to give the final, smashing blow is to come from America if it comes at all. Neither the Administration, nor Congress, nor the people seem as yet to realize that fact. We talk about an army of millions as if we already had it. "The fact is," says the *Army and Navy Journal*, "that if the estimates for the needs of the military establishment of the United States for the fiscal year ending June 30, 1919, were passed by Congress as submitted to that body, we could put into active service only 1,606,353 enlisted men." General Wood, the best military authority in this country, on his return from the western front, told the Senate Committee on Military Affairs we ought at this moment to have five million men in training camps, and that two millions ought to be in France by the end of the year. If we had begun to prepare as soon as the war broke out, if we had begun feverishly to build ships as soon as the submarine started on its path of lawless destruction, and if Russia had not given up, the war might now be over. That is idle talk because of the past. This is the present; if we don't raise a great army and begin to do it at once, Germany will win the war.

Let the United States show that it means business by taking steps to raise an army of 10,000,000. This will mean many more cantonments and vastly greater equipment of all kinds. It will put a strain upon the man-power and the financial and manufacturing resources of the nation. Very well, the price would be cheap to escape defeat. The Kaiser is still telling his subjects that we are not in this war in earnest. Let us make him see the day when American man-power will overwhelm him. Let us begin now to raise an army of 10,000,000 and let us drill into the army that we now have the undeniable and fundamental fact that they are fighting not simply "to make the world safe for democracy," but for the honor of their mothers and sisters and all American womanhood, and for the very life of the Republic. No one needs to tell France that this is what she is fighting for. Is it any wonder that she fights so gloriously? Finally, every adult, male and female, should be registered and conscripted for some form of service to be determined by the Government on the basis of fitness. Germany fights so well because of her long and scientific preparations for this conflict, and because now that she is in it she has used all of her population in some form of war service. The world is amazed at her reserves in man-power. This is one explanation of it. I am inclined to think that we must come to the same thing if the war is prolonged, and there is no sign of its ending now except in Germany's victory, a conclusion we refuse to contemplate.



"Lafayette, Here We Are"

Through remote French villages resounds the unaccustomed tramp of American soldiers. But a little while ago and these men were in the quiet of their homes in a peaceful country. Today, in a strange land, they are facing the world's bloodiest struggle.

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The Value of Small Economies

By J. M. TRESOE

Secretary National Association of Credit Men.

EXTRAVAGANCE as our national evil has been bandied about in the written and spoken word. As happens in the presentation of such a subject, it has frequently been made too lurid, yet as a matter of fact and a most temperate conclusion we have been very wasteful as a nation. As a result it is difficult for us to restrain our temperament and get down to fighting trim.

The course of our business career during the decade prior to 1914 is a most interesting story. Because of the ease with which we could make money before the war, on account of our natural resources which made money accumulation so easy to accomplish, a great deal of what we could term merely show was incorporated into business enterprises, requiring large expenditures of money and large expenditures of labor. The conviction is growing deeper and deeper that this disposition must be restrained; that if the nation is to win the war through its cooperation with the Allies and the dedication of its best powers and facilities, we must be willing to give up the unnecessary, to relinquish even that which has been considered necessary and yet may be dispensed with, because if this is not generally recognized and lived up to, should the war continue for a period of two years we will be under great stress at times.

One of the nation's greatest wastes has been that occasioned by indiscriminate and unwise credit granting. Business has had a large bill to pay each year and we have felt that the first point of attack was this waste and that a reduction of it should be brought about through a pulling together of our best facilities and driving home the consciousness that the paying of bills contracted in the due course of business is an obligation which must not be neglected, and that the grantors of credit should give up gambling and get down to the rock-bottom basis of giving credit only where it is deserved, and exercise that discrimination without which we cannot hope to reduce the nation's bad-debt bill.

To the uninitiated it will be merely an uninteresting detail of words were we to point out the machinery which must be brought into play for the checking of this waste; but each reader of this article is a unit of our credit system, and the manner in which he contracts and pays his obligations for a business enterprise or for individual supplies at home, or for his person, will have a direct bearing upon the subject; and should he be neglectful, then the abilities of the nation to pay and win the war are contracted to just that extent.

We have been inclined in our business and social intercourse to write letters which upon critical examination might justly be designated as unnecessary. The building up of our business and credit system, which is such an important factor now if the nation is to have the resources which it must have in order to keep on the firing line and to keep our men in the best condition, requires an intercourse courteous, thorough, direct and fearless, and we would not sanction or advise the omission of a letter which is important to the business system, nor would we advise shortening a letter which holds an important place; the merely superficial communications, the numerous "thank yous," and "acknowledgements" that are mere detail and in the final analysis unnecessary—these should be eliminated at least during the continuance of the war and perhaps forever.

The handling of the business enterprise requires skill, more skill than the uninitiated appreciate, for it is a delicate machine and often when its operators anticipate

success there have been some forms of disease that have brought about failure and disappointment.

One of the most important elements of successful merchandising is that of knowing whether the business craft is sailing in free waters, and the test is the inventory. The inventory should be a faithful and accurate picture of the business enterprise. To overdraw it, to neglect charging proper depreciation, to overestimate merchandise or receivables, are merely getting together the elements of a storm that may submerge the enterprise and put it out of the business running.

Economy is most important in this most important feature of business affairs, and where we recommend the exercise of the greatest skill, prudence and conscience.

Dispensable systems in office administration, such as the filing of all letters whether or not they are important, very intricate filing and other forms and devices which have tended to make the office a show place, should be eliminated during the term of the war if we are to conserve the man power of the nation and be able to release it for the fighting line.

By observing these various features of economy in office and business administration we shall be able to increase the abilities of the workers, men and women, who remain and without over-strain. Over-straining would be a misfortune and a waste; and when planning to spread the man and woman power over a larger number of tasks, an eye must be given to doing this without straining the physical powers. We can accomplish it by keeping all movements within the necessary and those features of office and business administration that have a direct bearing upon its income-producing powers.

In comparison some of these suggested economies may appear very trifling, in fact very small, yet in the aggregate the small economies will give to the nation stronger and better facilities for winning the war than some of the big things which are in the public eye. We have not hesitated, therefore, to advocate in the strongest terms the exercise of common sense, prudence and self-containment and that cognizance be taken of the small matters to bring about necessary, reasonable and possible economies in office and business administration.

It is a public service in our estimation for the reasonable message of economy to be driven home with all possible force, because in vision we can contemplate the demands of the nation, requiring the release of man power from time to time and the exercise of every thrift to enable our business enterprises to hand over their savings to the Government as public loans are needed and offered.

We have endeavored in this little story to set forth just how we regard conditions and the future, how much we regret the prevailing indifference and unconsciousness of so many of our business men about the need of exercising economy in small matters; yet by waking up, grasping the situation and manifesting a willingness to do our best and sacrifice to the very limit, we will show the spirit of the man at home and an appreciation of his representatives on the fighting line. The nation has undertaken its greatest task; its banner has never gone down to defeat. It is our sincere prayer that it never will; and yet with our hope we must sacrifice, with our patriotism we must economize in the smallest details and where no great glory may be expected or tremendous acclamation will be manifested. After all, it is what we do and not what we say which best tells the story of our patriotism and our sacrifices.

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Continued on page 668

Sanguinary Messines Ridge

PART II

Being the Story of Life in the Ridge Trenches with a Brigade Observer

By CAPT. CHARLES DOLPHIN

The system of artillery range-finding described last week is but one of the many types employed, but is of particular interest because the British and Germans are battling again on the same ground described by Captain Dolphin. Last week the author, an officer in the Canadian army, told of locating Germans busy on mining operations in their front line trenches close to the British line and described the preliminary work done by the British in laying their plans to wipe out the enemy's trench where the operations were under way.

GENERALLY, "spotting" is done by observation officers from the artillery itself, but as I had had considerable experience by that time in range-finding, and was thoroughly familiar with the particular point in question, I was delegated to do the observing. About six batteries of field guns numbering about twenty 6-inch pieces, seven or eight 8-inch guns and about a dozen 9.2's, liberally sprinkled with 15-inch howitzers (known to the Tommies as "grandmothers") were detailed for the "strafe," to take place at three o'clock that afternoon.

After all telephone lines had been tested to see that they were in good working order, the warning call came that one of the 9.2's was ready to make a trial shot. All the guns can, as a rule, upon sudden call, hit almost any part of the line within their area with astonishing accuracy, even during the night. When, for example, a call giving number or letter as shown upon the map, comes from the trenches, the exact location from which the enemy attack is developing can be ascertained. The artillery, then, by a system of ranges at the guns could barrage that shot without further information, and would maintain that barrage until told to lengthen or shorten the range, according to the progress of the fight.

Upon receiving a warning that the trial gun was ready, I glued my eye to the telescope and called back through the phone to the Sergeant Major at the other end, "All right, let 'er go!" Almost immediately there was a slight boom, a click in the phone and a laconic reply came back "Gun's fired, sir." There was nothing further to do for a quarter of a minute except to wait, as the gun we had fired was fully four miles in the rear of me and the shell would take about a quarter of a minute to reach its objective. The impression while sitting there, quietly waiting for that shell to go shrieking over my head was very uncanny. I watched the enemy industriously busying himself about his trench unmindful of the great mass of steel and frightful explosive, that was hurtling through the air at frightful velocity to drop death and destruction in his midst. I could not suppress a slight feeling of pity for those poor Boches who had every chance in the world of "going west" within the next few seconds! They were lucky that time, however, because the shell fell four hundred yards short, and into one of our own dressing stations killing three of our wounded, and starting a very nasty official inquiry. But that is one of the fortunes of war.

The next shot had more telling effect on the Huns. Just prior to its arrival I could see the enemy looking apprehensively at the sky and then running up and down the trenches very much excited because they realized full well that the shell was going to drop, if not into their trench, certainly not very far away. It is one of the wonders of the trenches that almost everybody can judge with astonishing accuracy where a shell is likely to fall. After a few months' experience it is easy to distinguish the different notes made by the shells passing through the air, and to tell the caliber of the shells. In the present instance the Boches were fully aware that that shell was intended for their particular corner. And they had good reason to be apprehensive, for a 9.2 shell kicks up

enough row when passing through the air to scare a horse. It sounds as loud as a passenger train rushing through a tunnel—and it finishes up with a grand-stand play like the crack-o'-doom.

Our shot didn't land exactly in the Hun trench, but fell in No Man's Land, about ten yards short. This was quite near enough for me as I realized that with so many guns firing, several of their number would land in the trench at once, so I immediately called into the telephone "Mostly O. K. Ten yards short, battery fire, continue in your own time," which means that the guns will fire at top speed until told to stop, all firing at the same range as the trial shot, rectified of course according to their respective positions.

The silence after receiving the message, "Gun's fired, sir!" was very ominous as I realized the terrible avalanche that was on its way. Just before the shots arrived, we heard a dull booming outside, and at the same time a slight moaning or low whistling in the air, very much like a rising storm. But in the enemy trenches, a most remarkable thing was happening. As if by instinct, which it probably was, every man in the Boche trench realized just what had happened and they were losing no time in getting out of the way or under cover. They were running up and down, bumping into each other, with quick furtive glances at the sky.

The scene as the shells crashed to the ground was one of the most awe-inspiring and dramatic I ever saw during my eleven months' experience in the trenches. This terrific blast coming out of a perfectly tranquil sky was simply appalling. The enemy lines for 100 or 200 hundred yards were bathed in flame, and smoke, in slow rising columns, reached hundreds of feet into the air. Sections of trees and sandbags were flying through the air and crashing into our lines. Many of our own men were injured by the falling debris. The roar and concussion were stupefying.

In a very few minutes the enemy trenches were obscured and observation was no longer possible. It was half an hour after our strafing of the Boches before the smoke slowly drifted away. The sight my telescope revealed was certainly impressive. Not a vestige of the enemy's trenches remained and small clumps of bushes and old broken trees that had stood near their lines had completely disappeared. There was nothing but heaped-up earth and smoldering embers anywhere within an area of four or five hundred yards. In spite of my past experiences, I had a momentary feeling of depression as having been in a way responsible for the frightful havoc. War is war and such a feeling does not last very long. In a few seconds my men were laughing below and I was gleefully informing the gunners of the success of their work. With a true sense of humor, just as the smoke cleared away after the bombardment, one of my boys coined a war-phrase that lives in the trenches today, when he exclaimed "Gosh! there must be a war on!"

There was very little chance of the enemy's continuing mining operations at that spot for some time to come—in fact many of the miners were no doubt entombed below the ground at that very moment and the poor devils would certainly never see the light of day again. Thus ended a mining incident in the front-line trenches.



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Jasper's Hints to Money-Makers



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NOTICE.—Subscribers to **LESLIE'S WEEKLY** at the home office, 225 Fifth Avenue, New York, are placed on what is known as "**Jasper's Preferred List**," entitling them to the early delivery of their weekly and to answers to inquiries on financial questions and, in emergencies, to answer by telegraph. Preferred subscribers must remit \$5 directly to the office of **LESLIE'S** in New York, and not through any subscription agency. No charge is made for answering questions, and all communications are treated confidentially. A three-cent postage stamp should always be inclosed. All inquiries should be addressed to "**Jasper**," Financial Editor, **LESLIE'S WEEKLY**, 225 Fifth Avenue, New York. Anonymous communications will not be answered.

WALL STREET is waiting for a leader. It has been like an army without a general. It is anxious to march forward, but it awaits the bugle call. The public has no interest in a stagnant market. Speculators want to turn their money over, and pocket the profits, or charge up the losses and be ready for the next move.

The recent halt in speculation was charged to the absorbing interest of people generally in the success of the Third Liberty Loan. Everybody predicted that when that loan was out of the way the market would jump. We are told already that the crop outlook is good and that a better than normal crop of wheat—the most important crop of all—can be anticipated. Everybody knows that it is altogether too early to predict whether we shall have a crop failure or not. Conditions are favorable, but we are a long ways from harvest time of wheat, and a good ways longer from harvest time of corn, to say nothing of cotton, that great staple of the South upon which so much depends.

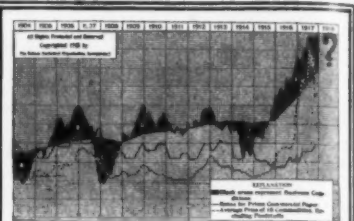
There are signs that some leaders are getting ready for a bull market in specialties in which they are particularly interested. These operators took their profits long ago, before the Government branched out into its price-fixing policy, and before the outcry in favor of the conscription of wealth for war purposes was heard in Washington. The decline which carried some stocks heavily downward, including the coppers, the railroads, the automobile and some of the munition securities, has been partly arrested. We have an improvement from the low level of a few weeks ago. It has been quite substantial in certain securities.

This advance of from six to twelve points has been more particularly noticeable in industrials, the heaviest having been in American Ice common on the assurance that it has harvested a very large crop of natural ice in Maine, and along the Hudson River. Only a short time ago, the man-

agement of this company was boasting that it was putting all its surplus into artificial ice plants, for the purpose of supplying natural ice with artificial. This was accompanied with the preposterous statement that the latter could be made as cheaply or almost as cheaply as the former. How short-sighted this policy was is now disclosed by the action of the Government in reducing the operation of artificial ice plants to conserve the supply of ammonia.

The American Ice Company, which had sadly neglected the great natural storehouse of ice along the Hudson River, fortunately had not disposed of all of its properties on that commercial highway and was thus able last winter to harvest a good tonnage to meet the deficit occasioned by the slowing down of its artificial plants. It will not do these expensive plants any good to be shut down or to be slowed down, for this adds to their depreciation, which is rapid at all times. But the outlook is favorable for an unusually good earning year for the company, with 6 per cent on the preferred, which, at less than 50, looks cheap. The prospect of earnings sufficient to justify a dividend on the common has led to the doubling of the price of the latter within a few weeks. With a wide-awake management what might not the company have done long ago for its patient stockholders, had it taken full advantage, as its competitors did, of its opportunity to harvest, at the lowest price, Nature's wintry product.

The decline in the coppers is precisely what was anticipated when these were being boomed by all the financial writers on reports of an extraordinary demand for domestic and war purposes at home and abroad. I have always tried to impress upon my readers that the copper stocks are subject to the most violent fluctuations and that unlike the railroads and industrials, the greater the wealth they produce, the less the companies have to draw



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Continued from page 666

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W. S. S.

upon. A mine is a consuming operation. With the increased cost of labor and materials some low-grade copper and gold propositions that had fair prospects at the beginning of the war are now in a very unsatisfactory condition, as the slump in prices indicates.

I have spoken about the rapid advance in American Ice. It came unannounced and unpredicted. It was like that in International Paper following the excellent report of its earnings, and that will follow in other stocks of which we hear but little, but whose earnings indicate that they are selling altogether too low. On the other hand, we are witnessing a slump in securities like Central Leather, on statements of earnings that are extremely disappointing. Of course, insiders took their profits on the rise that followed the glowing reports by financial writers of the wonderful earnings and the prospect that these would be continued and even increased. When the statement for the first quarter of this year appeared, showing earnings of less than half of those of the corresponding period of 1916, the market year, holders of the stock were disappointed. They had reason to be.

The shrewd investor pays little attention to the tipster. He studies reports of earnings, and business and trade conditions, and makes up his own mind. The tipster usually has an ax to grind. When Bethlehem Steel showed earnings of 15 per cent. on the old common stock selling at less than 40, tipsters didn't call attention to it, but when it went up to eight or ten times that low price the tipster got busy. Insiders were selling while outsiders were buying.

The reports of industrial corporations tell the story of their prosperity or adversity. Some of these are earning 15 or 20 per cent. on their shares, while the latter are selling all the way from 40 to 70, but the tipsters do not mention these. After insiders have bought up all the floating stock and the public has come in and doubled or trebled prices, giving insiders a chance for big profits, the tipsters' voice will be heard.

The money-maker in Wall Street will find bargains if he will look for them. They are not only to be found among the moderate-priced shares but also among some of the bonds, especially of railroads that under Government regulation may be assured of earnings amply sufficient to meet all liabilities.

M. GALENA, KANSAS: I would not sacrifice Sinclair Oil, but the company looks over-extended and in these times new financing is difficult. Insiders took their profits long ago, I believe.

F. CHICAGO, ILL.: Never buy any stocks, and especially mining and oil stocks on "gossip." Mother Lode is distinctly speculative. Better bargains can be found in the well established copper stocks.

P. NEW YORK CITY: Consolidated Gas has a fine dividend-paying record, but you might diversify your investment and include Corn Products pfd., U. S. Steel pfd., and bonds of Gt. Britain and France.

N. NEW YORK: My preferences on your list are American Tel. & Tel., National Lead pfd., Pressed Steel Car pfd., U. S. Smelting pfd., U. S. Steel pfd., Crucible Steel pfd., American Can pfd. You might add Corn Products pfd., and Union Bag & Paper.

R. NEW YORK: Barnett Oil lately passed its dividend. Vacuum Gas & Oil is apparently a mere gamble, quoted at 63 1/2 cents bid and 12 1/2 cents asked. Kentucky Pet. is credited with having 78 wells drilled and is a producer. The company has large holdings, but I find no record of dividends.

G. ALBANY, N. Y.: Ray Consolidated Copper is a well-regarded mining enterprise paying a good dividend. The stock is a fair purchase in view of the increasing demand for copper. Industrials of the latter class, like Corn Products pfd., American Woolen pfd., Republic I. & S. pfd., and Westinghouse pfd. are safer for a workman.

K. MORRISTOWN, PA.: It would be more advisable to even up than to sacrifice Midvale. The company is doing well. Hecla had a good record as a dividend-payer for years, but having passed several monthly dividends it has become more speculative. West End Consolidated Mining Company has been a poor dividend payer. The stock, at 8 1/2, is quoted at 78c bid and 80c asked.

F. HENDON, W. Va.: Reports of new and generally selling well have made Okmulgee Producing & Refining stock quite active. The latest dividend regular and extra, was at the rate of \$1.50 per share. It looks like a fair speculation. Cream of Wheat stock has been long on the market, but is quoted at 20c bid, 25c asked.

R. MINNEAPOLIS, MINN.: There is no Lone Star Oil stock on the market. The company is controlled by the Paragon Refining Company, a dividend-payer. Twin City Rapid Transit is a fair business man's investment. The entire capital stock of Northern States Power Company of Minnesota is owned by the Northern States Power Company of Delaware. The latter recently passed the quarterly dividend on common to conserve its resources.

W. COLUMBUS, GA.: Inspiration Copper is one of the best-regarded mining companies. It paid its first dividend, \$1.25, in May, 1916, and from July, 1916, to the present its yield has been \$2 per share quarterly. The company reports well-sustained earnings and the stock is a good business man's purchase. Lee Rubber & Tire Company's net earnings in 1917 were only a few cents a share. Intl. Agricultural Corporation declared pfd. dividends for a few years, but has paid nothing since January, 1913. No dividends were ever paid on common. The company is now said to be earning at the rate of \$15 on pfd. The latter is cumulative and there are arrears of dividends to be made up.

New York, May 4, 1918.

JASPER.

Free Booklets for Investors

"The Functions of a Commission Brokerage House," which tells all about the stock brokerage business, should be read by every investor. Apply for free Copy "L" to L. R. Latrobe & Co., 111 Broadway, New York.

To buy and sell with success one needs foresight. The Warrant Charts, issued monthly by the Financial Statistics Organization, Scranton Life Bldg., Scranton, Pa., indicate future movements of prices. Write to the organization for free circular No. 24, or send one dollar for a specimen chart.

An interesting comparison of prices, covering several years, is made in a recent number of "The Bache Review," which gives a list of high-grade securities which can be bought at bargain prices. Copies may be had on application to J. S. Bache & Co., members N. Y. Stock Exchange, 47 Broadway, New York.

An interesting fortnightly publication, "Security Suggestions," is issued by R. C. Megargel & Co., members N. Y. and Chicago Stock Exchanges, 27 Pine Street, New York. The publication discusses all current financial matters of importance and should give valuable hints to investors. Mailed free upon request for 12-D.

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In the third Liberty Loan campaign the well-known bond house of S. W. Straus & Co., 150 Broadway, New York, and Straus Building, Chicago, rendered patriotic service. The company deals in well-regarded first mortgage serial real estate bonds, in convenient denominations, bearing 6 1/2% interest, with normal income tax paid. For full particulars about these securities write to Straus & Co. for free circular No. C-803.

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It is essential to success that the investor know when and how to buy. Aid may be had in these two respects by consulting "Investment Opportunities," the fortnightly publication which tells "when" and a copyrighted "Twenty Payment Booklet," which tells "how," both issued by Slatery & Co., Inc., 40 Exchange Place, New York and both sent free upon request for 63-D.

Monthly savings will enable the person of moderate means to acquire dividend-paying securities of the best class. The Ten Payment Plan facilitates this process. Under it, one share and upward may be bought on an initial deposit of 20%, the balance payable in nine monthly installments. Booklet S-4, explaining this method, and a list of investment suggestions, will be sent to any address by E. M. Fuller & Co., members Consolidated Stock Exchange, 50 Broad Street, New York.

Buyers of securities have multiplied remarkably in the past ten years and a great majority of them are owners of small lots. Indications are that even more investors of limited means will in the future acquire outright or on the partial payment plan all the good corporation issues they can afford to buy. This whole matter is explained interestingly in Booklet D-4, "Old Lot Investment," which may be obtained free from John Mahr & Co., specialists in old lots and members N. Y. Stock Exchange, 61 Broadway, New York.

Having done their full duty in the buying of third Liberty Loan bonds, many investors will soon be looking around for other good investment opportunities. They should obtain an investment list presenting a wide range of sound securities at unusually attractive prices prepared by the National City Company, National City Bank Building, New York. This will be furnished free on request for L-82. The company, which has correspondent offices in 24 cities, maintains complete departments for investigation and analysis of securities. These will suggest to investors who desire it advantageous readjustments of their holdings.



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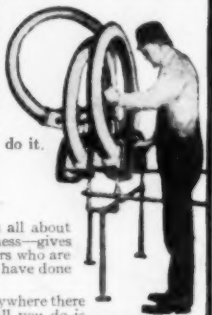
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The following in the May issue (now on sale) are unusually interesting and instructive:

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Readers' Guide and Study Outline

Edited by DANIEL C. KNOWLTON, Ph.D.

NOTE: This week's issue offers an unusual amount of valuable material upon the recent activities of the American troops in France. Pages 646, 647, portray the scene of the first important battle. Pictures on pages 645, 648, 649 should be studied also.

Where Our Boys Beat the Hun, pp. 646, 647. Locate, approximately, the first battle on the map. This will have to be done on a small map by first locating Toul. (See issue of March 2 for a map.) On what part of the battle-line is this? Would you consider it an important point to hold? Why? What is the importance of this battle? How would it compare with a battle like Bunker Hill? Is there any other battle in our history to which it might be compared?

Fighting the Hun in France, Where the Yankees Carry On, pp. 648, 649. Describe the life in the front trenches by means of these pictures. How different is it from the life in the training camps behind the front? What are some of the duties which must be performed? the dangers encountered?

Mr. Baker Visits the "First Gun," p. 645. Describe this trip as though you were one of the party who accompanied Mr. Baker. Why should he wish to visit this gun? How long ago was it fired? Compare the circumstances attending the firing of the first gun in the Revolution with the firing of this gun. When and under what circumstances was the first gun fired in our Civil War? What are the most important changes in warfare emphasized by these comparisons? Compare our war aims in these earlier struggles with those today.

Cartoon, p. 641. What has the President just been writing? For whom was the message prepared? Is the reference to any special message? Prove that Uncle Sam is right. Why the need for haste? Read Mr. Strayer's article, p. 665.

Ruin of the City of the Kings, Rheims Falls Before the Hun, pp. 650, 651. Where is Rheims? How large and important a city was it before the war? Is it of special importance from a military point of view? (Consult a map of France and also a map of the western front.) To what American city might it be compared in size, in importance? Describe the city with the aid of the French aviator's picture, comparing it with a typical American city. What special efforts had the French made to preserve the cathedral?

Why? (Look up the history of Rheims in connection with Joan of Arc.) With the picture of the cathedral before you point out the characteristics of Gothic architecture.

The Boys Behind the Men Behind the Guns, p. 653. Have the boys in your community done any of these things? Are they planning for anything of this sort? How necessary is this help in your community? How are these boys being prepared and how important do you consider this preparation? What other preparation, if any, ought they to make? What improved methods of farming are shown here? Do these help to make boys more useful upon the farm?

Many Ways, One Purpose, p. 644. What is this "one purpose"? What is the most effective "way" being used? Why? Which is the best suited to your community? What has your community done to secure Liberty Loan subscriptions?

Evolution of the Gas-Mask, p. 652. How does the mask safeguard the soldier against gas attacks? Describe the form of gas-mask used by the Allies. Explain why it had to be constructed after this fashion? Argue that the use of gas is not justified in modern warfare. Was its use by the Germans a violation of the rules of war? (See the *War Cyclopaedia*, published by the Committee on Public Information. Price 25 cents.) Empey in *Over the Top* (Putnam's) describes in graphic fashion a gas attack. (Chapter XXIII.)

Material for Use

For *Current History and European History* (excluding *American History*). Pictures, pp. 643, 650, 651, 652. Articles, pp. 643, 667.

For *American History*. Pictures, pp. 641, 644, 649, 653, 654. Articles, pp. 643, 652, 660, 665.

For *Economics and Industrial History*. Pictures, pp. 644, 653. Articles, pp. 652, 660, 666.

For *Civics*. Pictures, pp. 641, 644, 653. Articles, pp. 642, 652, 660, 665.

For *Geography*. Pictures, pp. 650, 651. Topics for work in English have been suggested in connection with the pictures.

Prize Contest for Teachers and Pupils

FOR TEACHERS:—Teachers submitting what they consider the most important feature of the current issue of *LESLIE'S WEEKLY*, together with an analysis and reasons for their selection, will be awarded, 1st prize \$3.00, 2nd prize \$2.00, 3rd prize \$1.00. Additional prizes will be awarded (the number depending on the merit and number competing).

FOR STUDENTS:—This contest is open to any student using *LESLIE'S* as below. The prizes will be awarded for the selection of the most interesting picture or group of pictures in the current issue with a new caption or story of the picture of not more than 150 words. 1st prize \$1.00. Additional prizes will be awarded according to merit, in Thrift Stamps, one 25-cent stamp to each answer accepted.

Names of prize winners of both teachers and pupils will be published in *LESLIE'S WEEKLY*, together with extracts from the prize-winning selections, and reasons for awards.

Any Teacher or Pupil on our list using our "Readers' Guide and Study Outlines" in *LESLIE'S WEEKLY* may compete for the above prizes. These will be awarded every week during the balance of this school year. Pupils' answers must be sent in by the teacher. All answers must be submitted within ten days of date of the issue.

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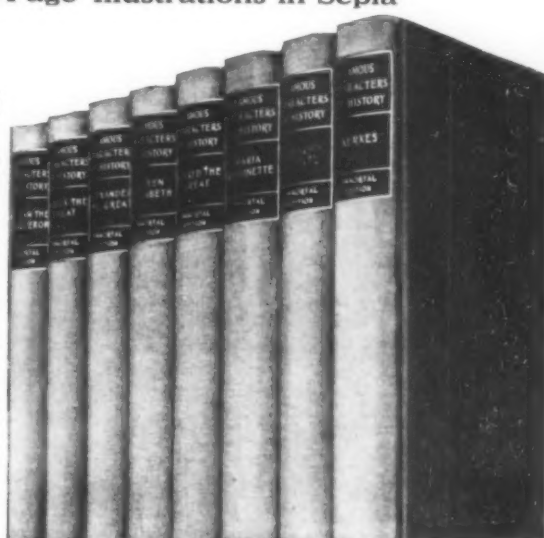
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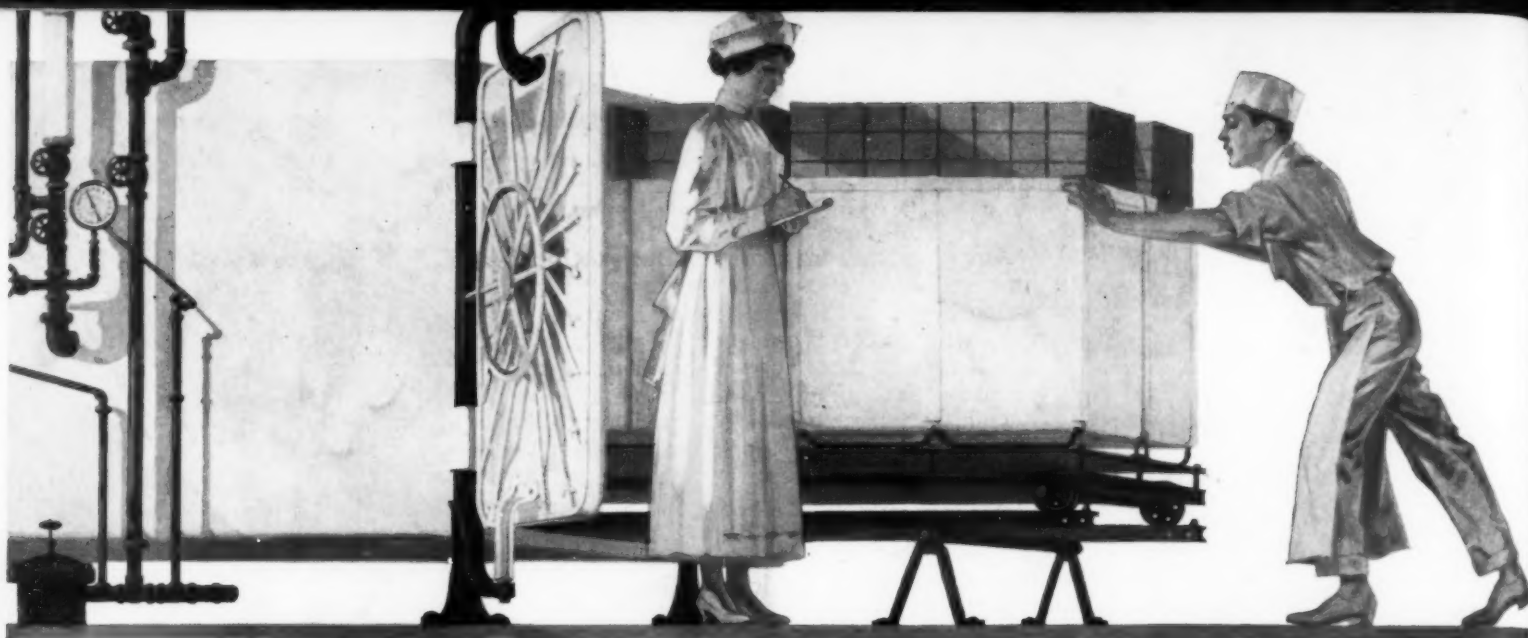
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